

COFFEE^{AND} TEA **INDUSTRIES** **AND THE FLAVOR FIELD**

DECEMBER
1960

FORMERLY THE SPICE MILL • 83RD. YEAR



C. E. BICKFORD
NEW YORK, 120 WALL STREET

AND CO.
SINCE 1886

COFFEE BROKERS and AGENTS
427 GRAVIER STREET, NEW ORLEANS

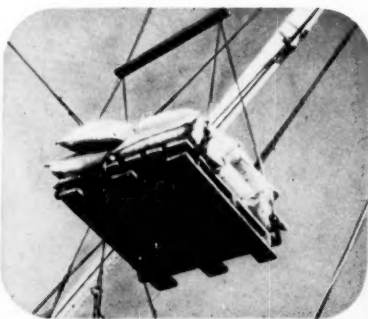
Now Juan Valdez* goes on TV in 10 major U. S. markets.



Million-dollar Colombian Coffee campaign to be seen in



New York, Chicago, San Francisco, Los Angeles, Pittsburgh,



Philadelphia, Detroit, Boston, Washington, and Cleveland.

*PROPRIETARY MARK OF THE NATIONAL FEDERATION OF COFFEE GROWERS OF COLOMBIA

**TODAY,
SUPERMARKETS
WANT TO ELIMINATE
GRINDER DELAY...**

**MOVE BAGGED COFFEE
FASTER**



**Meet the demand with pre-ground coffee
in extra protective "K" * cellophane-lined bags**

Why you will sell supermarkets more bagged pre-ground coffee. Because pre-ground coffee ends customer delay, spillage and waste. It ends pilferage from unsealed bags and provides selling space instead of grinder space. This means supermarkets sell more coffee faster, make more profit when they sell bagged pre-ground coffee. This means they'll want to stock more of your coffee.

Why "K" cellophane-lined bags? Because new "K" cellophane gives coffee extra protection . . . locks in the just-ground freshness and flavor people want. "K" cellophane is tough. Tests

prove it can take rough shipping and handling. Yet, with all their advantages, coffee bags with new "K" cellophane liners are economical.

So profit from the supermarket trend to pre-ground bagged coffee by using "K" cellophane-lined bags. See your bag supplier or, for more facts, fill out the coupon below and mail it today.



REG. U.S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



YOURS FREE!
**4-Page Booklet, "A New
Bag Liner for Coffee"**

E. I. du Pont de Nemours & Co. (Inc.)
Converter Sales, Film Department
Nemours Building
Wilmington 98, Delaware

Please send me my free copy of Du Pont's booklet, "A New Bag Liner for Coffee."

Name _____
Firm _____
Street _____
City _____
State _____



D. SARAIVA

PREFER • IMPORT • BUY • DRINK

PORTUGUESE COFFEE

ANGOLA

CABO VERDE
S. TOMÉ
TIMOR



JUNTA DE EXPORTAÇÃO DO CAFÉ — RUA AUGUSTA, 27 — LISBOA — PORTUGAL

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COFFEE AND TEA INDUSTRIES

AND THE FLAVOR FIELD

FORMERLY THE SPICE MILL - 83RD. YEAR

"THE PIONEER PUBLICATION IN THE COFFEE, TEA AND SPICE FIELD"

DECEMBER, 1960

VOL. 83, NO. 12

EQUIPMENT:

"handling your instant product" 5

ADVERTISING TECHNIQUES:

"prescription for sales" 16

THE EDITOR'S PAGE:

"greetings, friends" 18

STATISTICS:

"the cream and sugar in your coffee cup" 34

BARRISTER'S BREW:

"Coffee and Tea Industries' legal feature" 37

THE COFFEEMAN'S BALANCE SHEET:

"a review of recent notes of interest to the coffee trade" 38

TEA'S FUTURE:

"tea as a flavoring ingredient" 40

TEA PICKING'S:

"a review of recent notes of interest to the tea trade" 46

SHIP SAILINGS:

"a summary of inward bound schedules on coffee and tea berths" 50

NEWS FROM KEY CITIES:

"trade doings around the country" 59

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83rd Year

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AREA REPRESENTATIVES:

New Orleans — W. McKennon, 731 Dumaine St.; West Coast — Warren Kludt, 301 Second St., San Francisco 7; Midwest — Robert J. Scott, 5403 Berenice Ave., Chicago 41; Mexico City — Douglas Grahams, Apartado 269; Rio de Janeiro — A. Sampaio Filho, Rua Quitando 191; Santos — Tullio Catunda, Praca Maua, 20-s/217.

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"THE PIONEER PUBLICATION IN THE COFFEE, TEA AND SPICE FIELD"

DECEMBER, 1960

CECILWARE

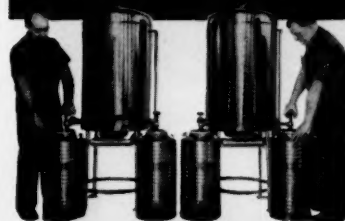
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gal. capacity.
Prices start at \$79



CECILWARE
coffee carriers
with 30% more
heat retention

Special fiber glass insulation does the trick so you can be sure the brew is always piping hot, on the spot.

... and when you need coffee in really large quantities, use Cecilware carriers with our super-capacity urns. Gas or steam, urn prices start at \$1,450.

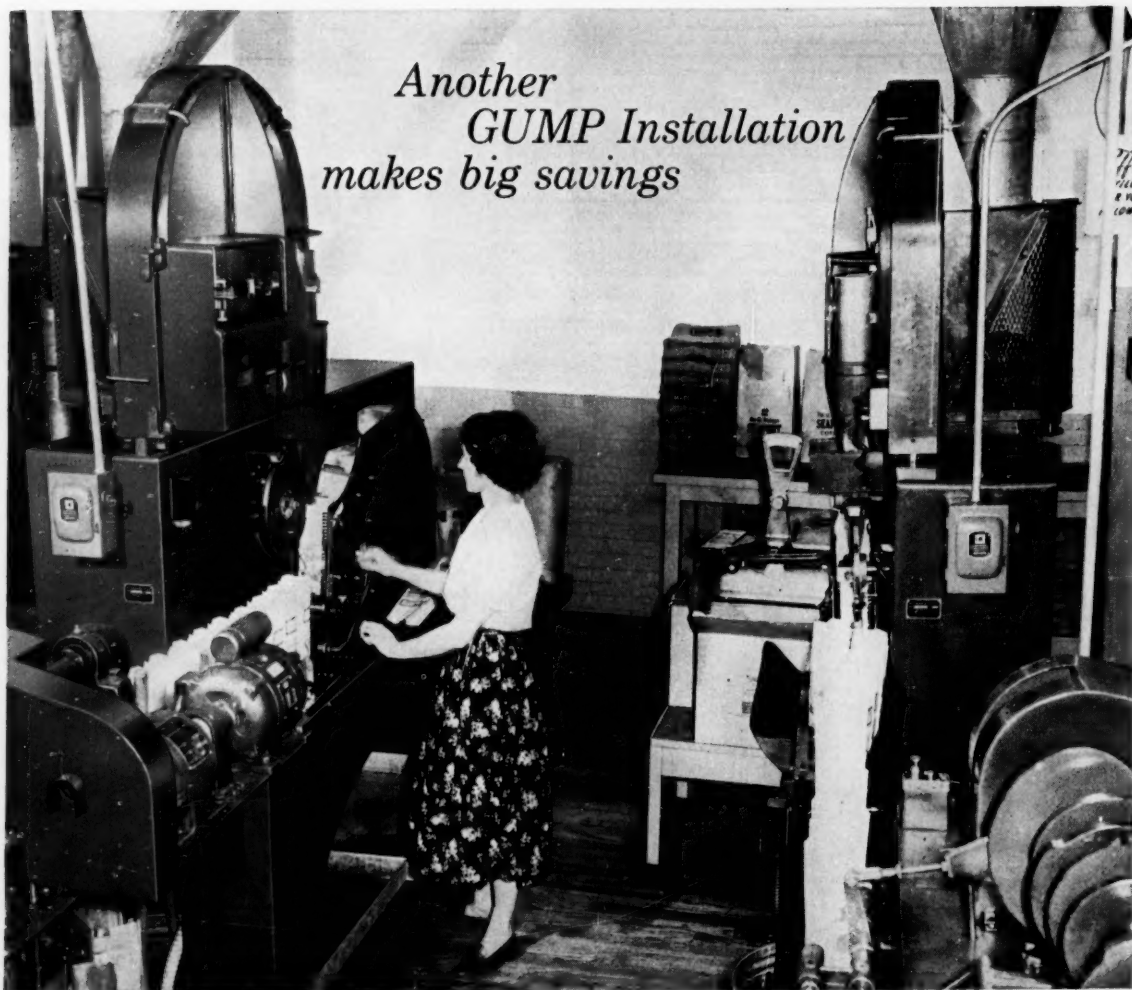


CECILWARE
60 Gallon
SUPER CAPACITY
URNS



See your dealer now. Write for our new Bulletin #60.

CECILWARE-COMMODORE
43-05 20th Avenue • Long Island City 5, N. Y.



BAR-NUNS cut labor costs 50%

With Bar-Nun installations like the one shown here, coffee plants cut bag packaging costs thousands of dollars a year.

In this plant, two Bar-Nun Automatic Bag Feeders, Openers and Weighers are installed to discharge in the same direction. One operator tends both Bar-Nuns with a combined production of about 56 bags a minute—automatically fed, opened, held, filled, and ejected to the bag closing equipment.

Thus, packaging labor is released to handle

other duties. Even a single Bar-Nun can cut bag packing labor requirements by one-third to one-half. Equally important — extreme Bar-Nun accuracy prevents the costly over-weights of less accurate weighers. The saving in coffee can exceed the big labor economy.

Write for details on the Bar-Nun installation that will save *you* thousands of dollars a year. Tell us the weights you package, whether it's ground or bean coffee, and the hourly volume desired. No obligation.



B. F. GUMP Co. 1312 S. Cicero Ave., Chicago 50, Ill.

Engineers and Manufacturers of Coffee Plant Equipment

SALES AND SERVICE

New York 36—JABEZ BURNS AND SONS, INC.—600 West 43rd Street

San Francisco 5—TEMPO-VANE MANUFACTURING CO.—330 First Street

Dallas 2—J. B. WILLIAMS—1026 Young Street

COFFEE & TEA INDUSTRIES and The Flavor Field

Part of the problem confronting the processor of instant coffee is that of "keeping his powder dry." The article which follows discusses what can be done in alleviating this situation from the time the soluble product leaves the dryer to the time it is packaged.

"handling your instant product"

One major problem which confronts the processor of instant coffee is in keeping the product dry from time of ejection from the spray dryer. Sealed bins have provided the answer to what could have been an insurmountable problem.

In the processing of instant coffee, almost every plant ties its spray dryer into bins to guard carefully the flavor, aroma and overall quality of the product. Spray dryer engineers specify the use of these bins when they plan a soluble plant. Yet, despite the fact of almost universal use in the industry, the actual operation of the system in soluble plants is jealously guarded by most manufacturers. The same pattern appears to be forming in the soluble tea industry where bulk handling bins are coming into widespread use.

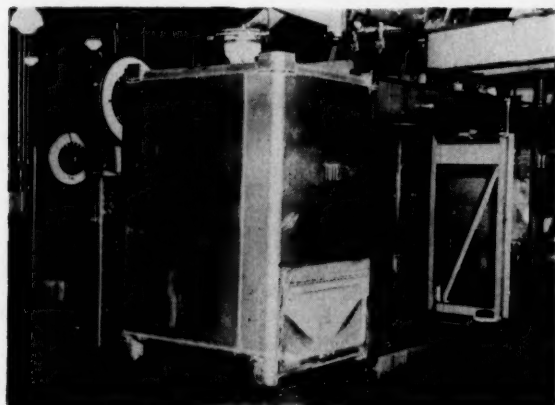
While it is used throughout various industries in the diverse roles of discharge hoppers, storage units and shipping containers, the soluble coffee and tea industries generally use bins only for storage and discharge. Actually, there is no reason why these bins could not be filled at a soluble plant and shipped to a packager—

even trans-continentially, as other materials are—except that the industry does not operate in that manner. Most soluble coffee and tea is packaged at the processing facility.

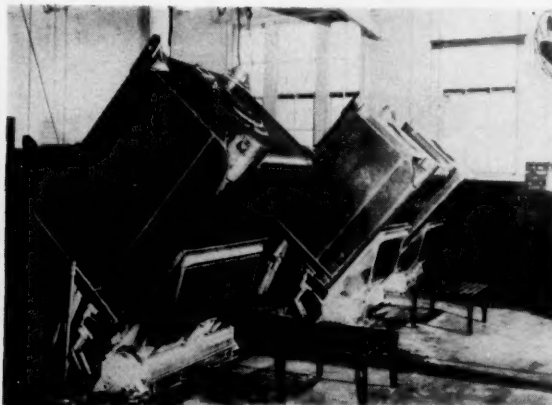
After spray drying, soluble coffee and tea must remain sealed lest they lose flavor and aroma and pick up deleterious moisture from the environment. Yet the spheroids cannot be fed directly to a packaging line for many reasons, the most important of which is quality control. And, since the coffee and tea particles must not be exposed to the environment because the hygroscopic fines could become seriously affected, they must be stored in airtight containers.

One such method the Tote System, has been used successfully in the soluble industry since its infancy. Tote bins—usually 74 cubic feet in size and capable of handling about half a ton of soluble coffee or tea—assure that the product retains all the physical and chemical characteristics it had at time of ejection from the base of the conical spray dryer. The coffee or tea undergoing tests is truly representative of that in the containers.

(Continued on page 6)



Unit described in the accompanying article, the Tote Bin, is shown on the weighing platform at Savarin plant of S. A. Schonbrun & Co., Inc. Discharge of instant coffee powders is being made into bin, and adequate weight check is recorded at same time.



Bins can be used in combination with tilts which convert unit into self-discharge hoppers. They gravity feed the packaging hopper below. Bins are described as being capable of emptying and interchange within ten minutes requiring services of only one person.



with FAST SERVICE FLEXIBILITY!



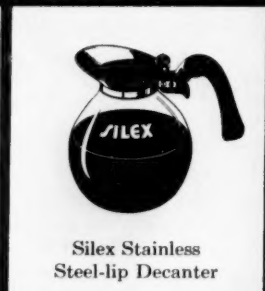
Silex Automatic Coffee Brewer



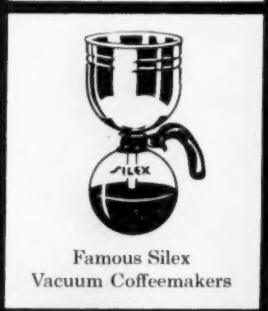
Silex 2-Unit Electric Warmer



Silex 18-Karat Gold Plated Carafe



Silex Stainless Steel-lip Decanter



Famous Silex Vacuum Coffeemakers

Silex equipment has the flexibility for rush-hour efficiency or off-peak economy . . . always coupled with fast service and customer-satisfying Silex-brewed coffee!

THE WORLD'S MOST FAMOUS NAME IN COFFEE EQUIPMENT

SILEX

THE PROCTOR-SILEX CORPORATION
Restaurant Equipment Division
6147 West 65th Street, Chicago 38, Illinois

"handling your instant product"

(Continued from page 5)

For filling, one man with a fork lift can place the bin directly under the base of the dryer in a matter of moments. In large installations, a second bin may be placed directly under the cyclone collector to pick up fines. When filled, the bins are interchanged with equal ease.

The filled bins are stacked nearby, usually compactly tiered two or three high along a wall near the spray dryer. They are marked with batch number, time of drying and other information pertinent to the plant. Meanwhile, the sample taken from the bin before its resealing is being analyzed in the laboratory. Should blending with another batch be desirable, it is easily accomplished without product loss.

After analysis, the coffee or tea is ready for packaging. Here, the Tote bin takes on a new personality and becomes a discharge hopper, in conjunction with a tilting device, a discharge mechanism which tilts the bin to a 45° angle and feeds directly to packaging, either by screw conveyor or by direct gravity flowout into a feed hopper. Either way, the seal is not broken until the coffee flows into the jars and the break is usually only split-second for this process.

The tilt is most often actuated by air cylinders, which automatically move it into discharge position, while leg clamps automatically seal it against the gasketed, dust-tight hopper. The same man who handles the filling and storage of the bins most often handles their discharge. They are interchanged at the tilt as simply as at the dryer. Total labor expenditure is no more than with large siloes—one man for most installations.

For expansion of the system, the simple addition of bins and tilts is all that is needed. Ease of handling allows filling and discharging of bins so rapidly that most systems are geared to handle several times the original capacity of the soluble plant.

(Continued on page 12)



In the picture above a filling station is shown. When one bin is filled, material automatically is diverted to another bin. Bins are easily moved to storage and discharge areas by fork lifts. Each holds from 3300 to 4200 pounds of material depending upon specific gravity.



When you're not feeling really appreciated, have a cup of tea; most cheerful stuff in the world. Try drinking tea with your evening meal for a week; see if the world doesn't look a little brighter. Tea psyches you up.




To get the most out of tea—make it hefty, hot and hearty. Use one teaspoon or one tea bag per cup. Add bubbly, boiling water and brew 3 to 5 minutes. For instant tea, follow directions on the package.


TEA COUNCIL OF THE U.S.A., INC., A NON-PROFIT ORGANIZATION

The bold new look
for **HOT TEA** from coast to coast

see following pages




When you're not feeling really appreciated, have a cup of tea; most cheerful stuff in the world. Try drinking tea with your evening meal for a week; see if the world doesn't look a little brighter. Tea psyches you up.




To get the most out of tea—make it hot, hot and hearty. Use one teaspoon or one tea bag per cup. Add bubbles, boiling water and brew 2 to 3 minutes. For instant tea, follow directions on the package.

THE COUNCIL OF THE U.S.A. INC. A NON-PROFIT ORGANIZATION



When you feel as if you're cornered, have a cup of tea; most cheerful stuff in the world. Try drinking tea with your evening meal for a week; see if the world doesn't look a little brighter. Tea psyches you up.



To get the most out of tea—make it hot, hot and hearty. Use one teaspoon or one tea bag per cup. Add bubbles, boiling water and brew 2 to 3 minutes. For instant tea, follow directions on the package.

TEA COUNCIL OF THE U.S.A. INC. A NON-PROFIT ORGANIZATION

New industry-wide campaign!

New appeal! Polled with record

These are samples of full-page ads that will appear in a coast-to-coast advertising campaign for Hot Tea. Thirteen true-to-life situations, uniquely illustrated by world-famous cartoonist William Steig, use the disarming believability of humor to lead to a highly desirable benefit.

It's a campaign especially designed to make tea drinkers of a lot more people... and to make this your biggest year for hot tea sales ever!

Advertising that will make more people... think about
talk about TEA... feel good about
BUY MORE



When you find you're going around in circles, have a cup of tea; most cheerful stuff in the world. Try drinking tea with your evening meal for a week; see if the world doesn't look a little brighter. Tea psyches you up.



To get the most out of tea—make it hot, hot and hearty. Use one teaspoon or one tea bag per cup. Add boiling, hot water and brew 3 to 5 minutes. For instant tea, follow directions on the package.

TEA COUNCIL OF THE U.S.A., INC. A NON-PROFIT ORGANIZATION



When the world weighs heavily on your shoulders, have a cup of tea; most cheerful stuff in the world. Try drinking tea with your evening meal for a week; see if the world doesn't look a little brighter. Tea psyches you up.



To get the most out of tea—make it hot, hot and hearty. Use one teaspoon or one tea bag per cup. Add boiling, hot water and brew 3 to 5 minutes. For instant tea, follow directions on the package.

TEA COUNCIL OF THE U.S.A., INC. A NON-PROFIT ORGANIZATION

New approach! results!



TEA...
TEA...
TEA



When you feel all tied up in knots, have a cup of tea; most cheerful stuff in the world. Try drinking tea with your evening meal for a week; see if the world doesn't look a little brighter. Tea psyches you up.



To get the most out of tea—make it hot, hot and hearty. Use one teaspoon or one tea bag per cup. Add boiling, hot water and brew 3 to 5 minutes. For instant tea, follow directions on the package.

TEA COUNCIL OF THE U.S.A., INC. A NON-PROFIT ORGANIZATION

Tea Council of the U. S. A.



DECEMBER, 1960

Look at this coverage:

LOOK LIFE

The Saturday Evening
POST

THE
NEW YORKER

plus

CHICAGO TRIBUNE

DETROIT NEWS / CLEVELAND PLAIN DEALER

Covering 28 states and District of Columbia with 13¼ million circulation—where 44% of U. S. families buy 53% of U. S. retail food.

Watch for these issues:

Publication	1960 Dec.	Jan.	1961 Feb.	Mar.
LIFE	5-12-19	13-20-27	3-10-17-24	3
LOOK	6-20	3-17-31	14-28	14-28
SATURDAY EVENING POST	10-17-24	14-21	4-11-18	4-11-18
NEW YORKER	3-17	14-21-28	4-11-18-25	4
plus				
CHICAGO TRIBUNE	4-11	15-22-29	5-12-19-26	5
DETROIT NEWS	11	15-29	12	5
CLEVELAND PLAIN DEALER	11	15-29	12	5



Tea Council of the U. S. A., Inc. • 16 East 56th Street, New York City 22

5 important steps in our service to the Tea Trade



ADDRESS ALL INQUIRIES TO MAIN OFFICE

Old Slip Warehouse, Inc.

37-41 Old Slip, New York 5, N. Y.

WAREHOUSES AT

37-39-41 OLD SLIP

67-69-71-73 FRONT ST.

38-39 SOUTH ST.



LEON ISRAEL & BROS., INC.

COFFEE IMPORTERS

NEW YORK
101 FRONT STREET

SAN FRANCISCO
160 CALIFORNIA STREET

NEW ORLEANS
300 MAGAZINE STREET

MEMBER OF



AGENTS FOR

**LEON ISRAEL AGRICOLA E
EXPORTADORA S/A (BRAZIL)**

Coffee Planters & Exporters

Santos	Rio De Janeiro
Paranagua	Angra Dos Reis

Israel (London) Ltd.

General Agents for Europe

110 Cannon Street, London, E. C. 4, England

"handling your instant product"

(Continued from page 10)

Once discharged, the bins are removed to a point near the spray dryer where they will be refilled and repeat the process. Even while empty, they are re-sealed to assure no moisture or other contamination. They are spot-checked and brushed out at this point if necessary. No other maintenance is required as long as they are kept sealed, since the radiused, seamless interior corners assure full blowout and no chance of contamination is possible. Should the bins be stored without being sealed, most often they require only a brushout; sometimes a washout may be required.

Tote System, Inc., Beatrice, Nebraska, fabricates bins of aluminum, stainless and carbon steel, magnesium, monel, inconel—almost any workable alloy. Most bins handling soluble coffee and tea are 74-cubic-foot capacity aluminum containers, although Tote offers a line of bins from 42 to 110 cubic feet in capacity for various industrial applications. As indicated, the system is making inroads into the instant tea industry today as it did in the coffee industry a few years ago.



Salada's new premium offer might well have been titled "Music to Drink Your Tea By." The recording, by the Boston Pops Orchestra, is described as the company's most popular offering in years.

Salada teams up with records for a different premium

Salada Tea is pointing up its rating as the "No. 1 tea in Boston" by offering a record of the Boston Pops Orchestra featuring Boston's favorite music. The premium is the brand's most popular in recent years.

The high-quality 12" long-playing record, custom-produced by RCA Victor for Salada Tea, is a \$4.98 value available for only \$1.25 and the guarantee panel from any Salada package.

Promotional pack sleeves, holding record offer coupon books, are being featured in all Salada Tea retail displays. Special advertisements announcing the record offer appeared in sectional editions of the Nov. 8 **Look** and in the November **Reader's Digest**. Additional ads are scheduled to run in Sunday newspaper supplements.

Salada has used the "No. 1 tea in Boston" theme in its advertising since last fall. Boston is the highest per capita tea-consuming area in the nation and Salada is Boston's leading brand, according to market studies.

Art from the advertisements has been put on exhibit at the Massachusetts Vacation, Travel and Industrial Development office in Rockefeller Center, New York. Earlier this fall, the pictures were shown at the Boston Public Library.



A
skilled hand
brings out
the best
in tea

It has been our aim for over twenty years to bring you the finest in tea bag paper.

Ask Aldine...

ALDINE PAPER CO., INC.

Distributor

535 Fifth Ave., New York 17, N.Y.



C. H. DEXTER & SONS, INC.

Manufacturer

Windsor Locks, Connecticut

WHAT DISTINGUISHES BRAZILIAN COFFEE FROM ALL OTHERS ?

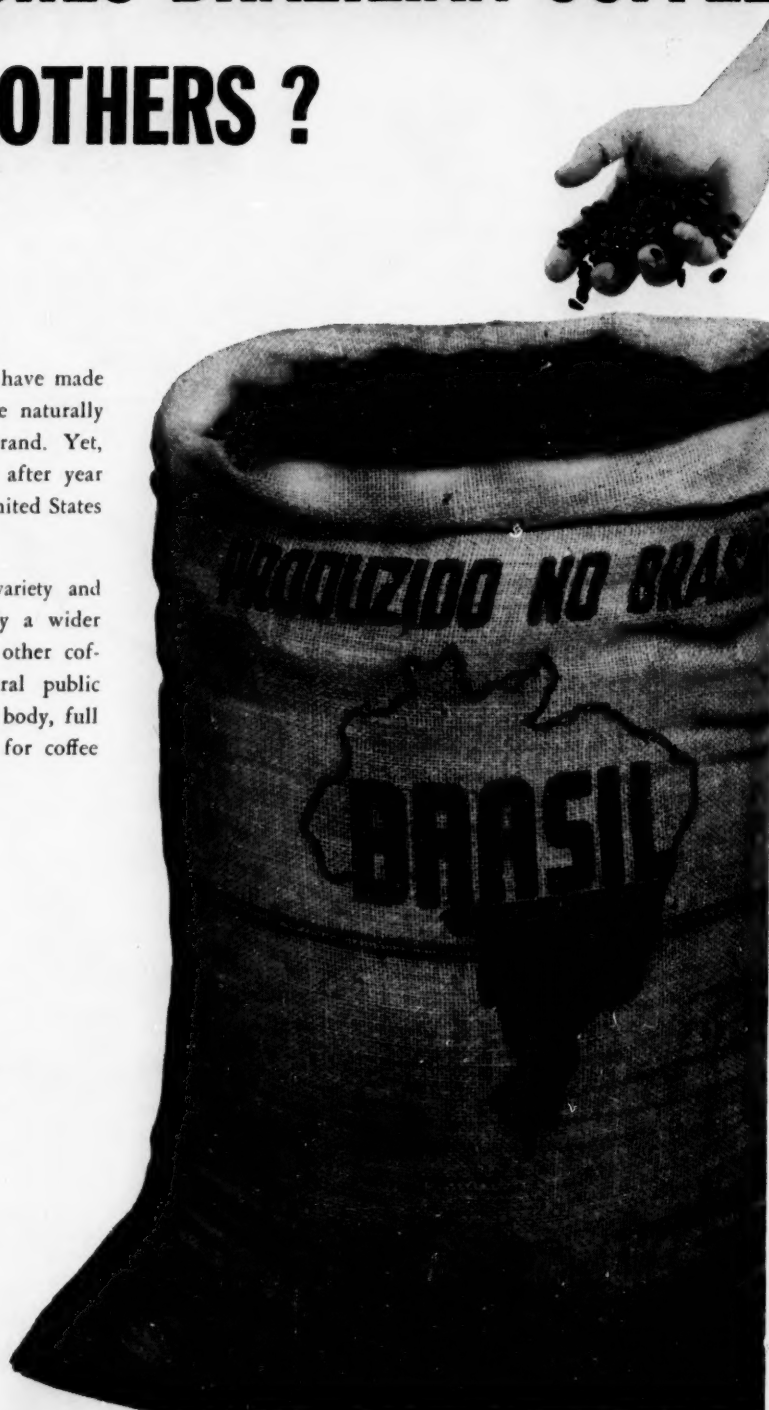
**BRAZILS
ARE
PREFERRED**

The millions of U. S. citizens who have made coffee the nation's favorite beverage naturally do not all like the same blend or brand. Yet, one country, Brazil, continues year after year to export more of its coffee to the United States than any other country.

A basic reason is the unequalled variety and quality of the Brazils. They satisfy a wider range of consumer tastes than any other coffee. Coffee experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U. S. taste for coffee has been built on Brazils.

**PROMOTE
BETTER
BREWING**

*Join the industry-wide
campaign for
heartier coffee*





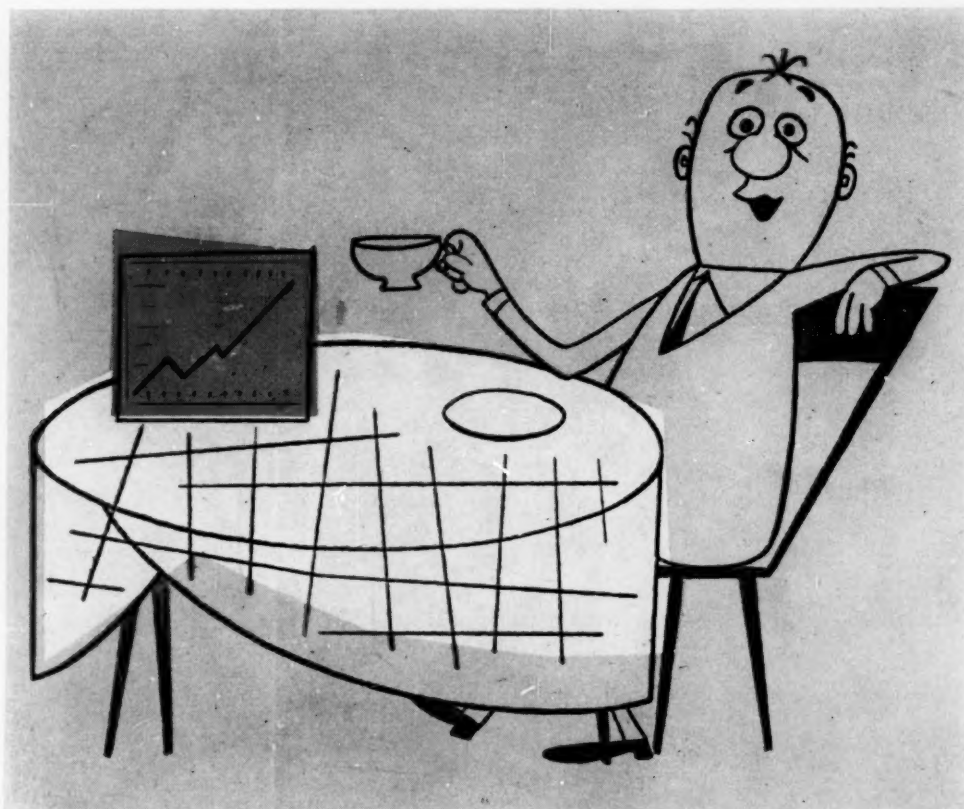
BRAZILS ARE PREFERRED

THE BRAZILIAN COFFEE INSTITUTE

DECEMBER, 1960

120 WALL STREET, NEW YORK 5, N. Y.

15



... "prescription for sales" ...

How can the smaller manufacturer compete with the giant in selling his product? In particular, how can a small manufacturer of coffee or tea get his message across in the face of mass advertising by the bigger companies?

The answer, is in the "image" a particular brand presents to the potential buyer when he is faced with a multitude of choices at his supermarket.

One of the best ways to create such an image is through television. And one of the most effective forms of television advertising, I firmly believe, is the animated cartoon commercial.

Why is this?

It's because people tend to become bored with repeated exposure to an actor or an actress in a commercial doing and saying the same thing. However, we have found that the viewing audience is much more tolerant toward a cartoon character. Viewers tend to build up an affection for the cartoon character, if he is presented properly, and their affection spills over to the product.

By combining entertainment, wit, quality, art and good salesmanship, the animated television spot announcement can be a most effective advertising tool. For years, the large and small companies have gone all out for the animated cartoon sales method, which, in many instances, has made locally-produced products outsell their nationally-advertised competition.

Small companies should look into this method of selling and make contact with an established commercial animation studio for advice. Through new techniques, the industry has been able to bring down costs so that they are within reach of all and will suit each company's needs. We can provide 10-second, 20-second or one-minute spot announcements. The advantage of a one-minute animated commercial is that the 10 and 20-second commercials can be lifted from it and used separately. Also, the cartoon character can be put to work in other promotional material—newspaper ads, billboards, in any number of ways.

An example of a small company that contracted with Terrytoons for an animated commercial is Red Rose Tea, which sells primarily in New England. Its advertising agency, the Simonds, Payson, Co., Inc. of Portland, Maine, wanted to emphasize in the commercial the fact that Red Rose Tea bags are slightly larger than those of other brands. It was agreed that the basic theme would be the development of a tea bag squeezer—a person who always gets the last drop of tea from a Red Rose Tea bag. The agency wanted to put a face on the tea bag, which would show pain when it was squeezed, but Frank Schudde, Terrytoons Production Manager, was against this. In a letter to the agency he said: "Our creative staff feels there is a great gimmick here. A lot

(Continued on page 20)

**NOW
MORE
THAN EVER**



**Season's
Greetings**

JABEZ BURNS AND SONS, INC.

BURNS
ENGINEERS

NEW YORK CHICAGO
DALLAS SAN FRANCISCO

600 WEST 43rd STREET • NEW YORK 36, N. Y.

IN CHICAGO
B. F. Gump Co.
1325 S. Cicero Avenue
Chicago 50, Illinois

DECEMBER, 1960

IN SAN FRANCISCO
Tempo-Vane Mfg. Co.
330 First Street
San Francisco 5, Cal.



"Greetings, Friends"

Gather round you guys and gals,
Whilst I warble a carol to all our pals,
In spots a little short on rhyme,
But it's meant for thou and thee and thine!

Cut a slice of mincemeat pie,
For all the boys at CBI,
Laughery and Lockhart, Jurgens too,
Serve them a cup of A-I brew!

Fill the plate of Reuben Hill,
With a generous helping for Coburn, Gil,
And while we're slicing the festive bird,
A drumstick large for Dahlen, Ferd!

Ladle some punch for Lipton's Barker,
Not forgetting friend Ed Parker,
Then drink another with Felton, Bill,
Tip those glasses with a will!

Dig in the pack for an adult toy,
To send to good George McEvoy,
For Bob Smallwood and Peter Irwin,
A similar gift without a sermon!

Let's not let the party dull,
Some Haig and Haig for Carl Hull,
And lest we take another tack,
The same for O'Rourke, Tom, and Walt
Cusack!

Hitch up the horses to the sled,
Let's take a ride with Silence, Fred,
And while we're making up the crew,
Add Ransohoff, Anisansel, Prettyman too!

And if there's room within our sleigh,
Jack Durland will hail the day,
So will Dannemiller's Tom,
Add one more, it's Charlie Fromme!

Seems our sled's a little creaky,
But save some room for Joe Diziki,
Now it really doesn't matter,
There's a place for David Platter!

Send a group for the Yule tree,
Aborn, Squires, Kent Satterlee,
If more are needed we've got one,
He's known as Jimmy Sullivan!

Slice the roast beef thick and rare,
For a very hungry pair,
John Anderson and Jack McKiernan need a
spot,
Food, topped off with tea, and coffee, hot!

Give the roast a few more turns,
Here's Robinson of Jabez Burns,
Dish up some goodies for Cruickshank, Bob,
There's plenty too for Swanson, Rob!





God rest you, merry coffee crew,
There aren't much better guys than you,
Better than Bickford, Atha, Dick Balzac,
There's a present for all in Santa's pack!

Gather 'round the tinsel tree,
To see what Santa's brought for thee,
A sack of beans for Al McKissock,
Some choice Oolong for Eben, Eric!

Light the festive Christmas fires,
For Ahlers, Al, and Jimmy Meyers,
Top it off with vintage vino,
For Herbie Graf and Al Guarino!

Pin a tinkling Christmas bell,
On Eddie Burke and D. Cardwell,
A hefty box of marzipan,
To Jacobus Frank, Jack Halloran!

To folks down south a card this day,
To Hanemann, Al, and Ashton Lafaye,
To George McCaskey, shipping's boy,
A large and useful nautical toy!

To those out in our country's west,
We send a hearty season's best,
To E. A. Johnson, Powell, and Seeley too,
A well filled stein of malty brew!

A well stuffed goose, some roasted plover,
For Quinlan, Fitzpatrick and Andy Glover,
To Gavigan, Granicher, Lloyd Thomas, all,
With coffee liqueur have a ball!

Feliz Navidades we shower,
On Uribe, Canavati, Rafael Glower,

A hefty box of Christmas wafers,
To Adolpho Becker, Brazil's Hafers!

To A. O'Brien, Byrne Delay,
To Albert Ausch and Cohn, Fred,
We take this chance to wish you well!
Include the gang at Israel!

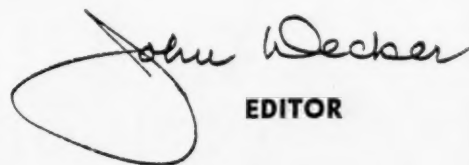
Gals shake a leg with Sutherland,
We've hired an extra special band,
Show Jim Carson how to mamba,
Drury and Duncan how to samba!

For Detroit's Lewis W. King,
It's time to make the welkin ring,
Ken Fairchild, Bob Hoffman hear,
Romance the ones who call you dear!

And now we're getting near the end,
To all we've missed best wishes send,
A hundred friends I can't include,
Although I'm in a rhyming mood!

There's only so much space you see,
To send the best to thee and thee,
So now I'm heading straight for home,
It's more than time I closed this pome!

We take this chance to finally say,
That following on Christmas day,
We hope that sales have just begun,
For the best of times in 'sixty one!


EDITOR



prescription for sales

(Continued from page 16)

of humor could be gotten from hokey-type inventions for tea bag squeezing. However, we would like to suggest leaving the face off the tea bag. Personalizing the bag seems somewhat distracting, and squeezing it falls into the category of a 'hurt gag' which, in our opinion, does not come across humorously. The sell would be much stronger by playing up the personality of the tea bag squeezer and his inventions, rather than the reaction of the tea bag." The Red Rose people were willing to take this advice and the result was a delightful commercial, endearing, funny and enticing to the taste buds.

When a client comes to a commercial animation studio, the first move is to develop a storyboard, which shows, in rough form, just how the animation will look. It also contains suggested dialogue. In addition, the studio works out a detailed design of the main characters in the commercial. Once the client has approved the storyboard, soundtrack and characters, production begins immediately.

The layout man and the director go to work first on the over all layout, using the most up-to-date designs their creative minds can conceive. Then, the director, working closely with the animators, brings the characters to life, deciding what movements are in order, where the dialogue shall come in, etc. In other words, they ex-

pand on the original idea first shown to the client in storyboard form.

Next the inkers get to work, along with the background artists, and draw the finished pictures on "cels," transparent celluloid sheets that are photographed one at a time to make up the movement of the film. On separate sound tracks, the voices and music are recorded.

Surveys have shown that cartoons in most cases are more effective means of selling with all types of audiences—men, women and children—than other types of spot announcements. They wear well. They are not expensive. They boost sales.

Small companies should look into what animation studios are offering today. They will surely learn how to get more results for every advertising dollar they spend.

Thomas J. Lipton doubles research staff; experimental facilities

Thomas J. Lipton, Inc., have announced near completion of additional laboratory space in their Hoboken, N. J. plant. According to Dr. Roy E. Morse, the added space will be in use early this month. The company's staff of food scientists has been more than doubled and is expected to total nearly 100 by the first of the new year.

Test and experimental kitchens are under the supervision of Miss Dorothy Ebbott, who reports test programs currently under way utilizing tea in desserts, gelatine salads, and in non-alcoholic highballs and cocktails.



Holiday Greetings



A. C. ISRAEL
COMMODITY CO., INC.

95 FRONT ST.

NEW YORK 5, N. Y.

Merry

Christmas



C. A. MACKEY & CO., INC.

91 Front Street

• New York 5, N. Y.

COFFEE SINCE 1914

REPRESENTING LEADING PRODUCERS IN ALL COFFEE COUNTRIES

Green Coffee roastings rise during third quarter — 1960

The United States Department of Commerce has announced that inventories of green coffee in the United States rose during the third quarter of 1960 to their highest point since March, 1957. September 30, 1960 green coffee stocks totaled 3,440,000 bags, an increase of 509,000 bags (17%) over the June 30 level and 169,000 bags (5%) above stocks on hand last September 30.

Coffee roastings during the third quarter of 1960 amounted to 5,083,000 bags, a decrease of 122,000 bags (2%) from the second quarter 1960 and down 121,000 bags (2%) from third quarter 1959. However, total roastings for the first three quarters of 1960, at 16,121,000 bags, were slightly, (1%) higher than roastings in

the comparable period of 1959.

While total coffee roastings declined during the third quarter, roastings for soluble use increased. Third quarter 1960 roastings for soluble use, at 955,000 bags, were 3 percent larger than second quarter roastings and 5 percent above third quarter 1959. Soluble roastings totaled 2,984,000 bags during the first three quarters of 1960, an increase of 216,000 bags (8%) over the same period of 1959.

Imports of green coffee during the third quarter of 1960 amounted to 5,643,000 bags, an increase of 282,000 bags (5%) over second quarter 1960 but 813,000 bags (13%) below third quarter 1959 imports. Total imports during the first three quarters of 1960 at 16,401,000 bags were 1,303,000 bags (7%) below imports during the comparable 1959 period.

Christmas Greetings



to the Coffee Trade

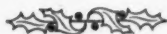
CARL BORCHSENIUS CO., INC.

To all our friends

A VERY MERRY CHRISTMAS

and

A SUCCESSFUL NEW YEAR



THE GREAT ATLANTIC & PACIFIC TEA CO., INC.

Represented in

BRAZIL and COLOMBIA by the AMERICAN COFFEE CORP.

Design expert warns on effects of "copycat" packaging

Industrial designer Gerald Stahl warned an audience at the Packaging Institute's 22nd Annual National Packaging Forum that, "most manufacturers today are wedded to a policy of copycattism that is rapidly destroying the sales potential of packaging."

"Day by day," Stahl stated, "they are contributing to a 'monotony' of excellence that, if allowed to continue, will rapidly make packaging obsolete as an effective marketing medium and create the demand for something new and better."

"This year, packaging as an industry has come of age," Mr. Stahl said. "Its present dollar volume of \$17 billion far exceeds the total expenditure for advertising in this country. Yet signs are that packaging is losing its marketing grip on the consumer precisely at the point when it needs to be most effective, and it is doing this in a climate of increasing costs as well as growing competition."

"It is not difficult today to get a product on the market," Mr. Stahl pointed out. "Anyone with the will and the dollars can do it. Whether or not it stays there is a

The expanding family market . . .

If you've been concerned about the declining cup consumption for coffee in the United States, it's time to take heart! As an example of the market for the future consider the fact that during 1960, 1,700,000 couples decided that it was time to take matters into their own hands. They took the bridal path! In getting married these young couples, 3,400,000 if you count them individually, started their own cycle of food buying. The brand preferences which they are establishing today will probably last a lifetime. Last year they spent a healthy \$9-billion, of which a sizeable chunk went for coffee. The advertising budget you spend today for your product can insure that chunk is even greater in the year's ahead.

matter of sound and independent marketing-management judgement. But as long as manufacturers play follow-the-leader in marketing products which have little intrinsic differences to begin with, as long as they produce packaging that features the same pictorial treatments, the same superlative product claims, the same so-called "realistic" photography, the same old marketing cliches, products are going to come and go on the supermarket shelves.

"Consumer brand loyalty today," Mr. Stahl said, "is at a new low. The consumer finds it hard to swallow product claims that are just like every other product claim, to distinguish among packages that offer the same 'promise' as every other package on the shelf."

"Clearly now if ever," Mr. Stahl affirmed, "is the time for marketing that is imaginative, courageous and independent, that is not predicated on what the other fellow is doing. Creativity is not a loose intangible. There is plenty of it around. But what is urgently needed is the kind of management attitude that leads to a creative climate in which designers can work to develop new and exciting ideas, unencumbered by corporate paralysis."

DECEMBER, 1960



120 WALL STREET
NEW YORK, N. Y.

220 FRONT STREET
SAN FRANCISCO, CALIF.

401 MAGAZINE STREET
NEW ORLEANS, LA.



extend
best wishes
for a
Merry Christmas
and
Happy New Year
to their friends
in the
Coffee Trade

ANDERSON, CLAYTON & CIA., Ltda.

Coffee Exporters

SANTOS • PARANAGUA • RIO DE JANEIRO
ANGRA DOS REIS • VICTORIA

J. A. MEDINA COMPANY

Division of Anderson, Clayton & Co., Inc.

Coffee Importers

NEW YORK
MEXICO • GUATEMALA • EL SALVADOR

ANDERSON, CLAYTON & CO., S.A.

Coffee Exporters

LIMA, PERU

Agents in U.S.A. and Canada for
A. ARISTIZABAL & CIA., Ltda.

Coffee Exporters

CALI, COLOMBIA

Season's Greetings

and

Best Wishes

for a

Happy New Year



F. W. Ehrhard & Co.

New York



A MERRY CHRISTMAS

To

*all our friends
in the trade*

Season's Greetings

H. L. C. BENDIKS, INC.

Coffee Importers

89 Front St.
New York 5, N. Y.

25 California St.
San Francisco 11, Cal.

225 Magazine St.
New Orleans 12, La.

TRADE CALENDER

January 12-15

Association of Institutional Distributors
Galt Ocean Mile Hotel
Fort Lauderdale, Fla.

January 16, 17, 18, 19, 1961

National Coffee Association
Boca Raton Hotel
Boca Raton, Fla.

January 29 - Feb. 1

Super Market Institute
Americana Hotel
Miami Beach, Fla.

April 10, 11, 12, 13

National Premium Buyers Exposition
Navy Pier,
Chicago, Ill.

May 14, 15, 16, 17

Flavoring Extract Manufacturers Association
Savoy Hilton Hotel,
New York, N. Y.

Season's
Greetings

to all our friends



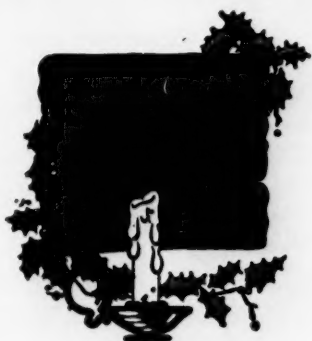
A. L. RANSOHOFF CO.

Incorporated

Coffee Importers

108 Front Street

New York



Merry Christmas
BALZAC BROS. & COMPANY, INC.

Quality

Coffee Importers

82 Beaver Street, New York



WITH every good
wish for all in the coffee
trade for a bright
C h r i s t m a s

and a brighter
N e w Y e a r



SCARBURGH CO., INC.

101 FRONT STREET, NEW YORK



*A Merry Christmas
.. and a Happy New Year ..*

L. NEUGASS & CO., INC.

COFFEE IMPORTERS

135 FRONT STREET

NEW YORK 5



Merry
Christmas

Happy
New Year

AMERICAN PRESIDENT LINES, LTD.

Fast, Regular, Service from
CEYLON, INDIA, INDONESIA and CHINA
29 Broadway New York 6, N. Y.

ARBUCKLES JAY STREET TERMINAL, INC.

— Specializing In —
Green Coffee Warehousing
New York Office Brooklyn Office
90 Front Street 25 Jay Street

AUSCH COFFEE COMPANY, INC.

Coffee Importers, Roasters,
and Private Label Packers
111 Wall Street New York

BARRY & POWELL, INC.

affiliates
ROLLINS BURDOCK HUNTER CO.
Insurance Brokers and General Average Adjusters
116 John Street New York 38, N. Y.

JABEZ BURNS & SONS, INC.

Coffee and Tea Processing Machinery
11th Ave., at 43rd Street New York

BYRNE, DELAY & CO.

Coffee
302 Magazine Street, New Orleans

CAL-COMPACK FOODS, INC.

Growers — Dehydrators — Grinders
Paprika — Chili Powder — Hot Peppers
Santa Ana California

CALIFORNIA COMMODITIES CORP.

242 California Street San Francisco 11, Calif.



MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS

EPPENS, SMITH CO., INC.

Coffee
Importers — Roasters — Packers
520 Secaucus Road Secaucus, N. J.

ROASTERS

PACKERS

FARMER BROTHERS
RESTAURANT SERVICE
Los Angeles 37, California
Consistently Good!

EDWARD J. FINNEGAN

COFFEE

100 Front Street

New York

GENTRY

1111 SOUTH CENTRAL AVENUE
GLENDALE 4, CALIFORNIA

MAX GORDON

IMPORTER OF COFFEE

96 Front Street

New York 5, N. Y.

Holiday Greetings!

THE GRAND UNION COMPANY

East Paterson, N. J.

HUGGINS-YOUNG CO.

Roasters & Packers

Vernon 58, Calif.

LEON ISRAEL & BROS., INC.

*Coffee Importers
Brazil — Colombia*

160 California St.

San Francisco 11, Calif.

LEON ISRAEL & BROS., INC.

Coffee Importers

300 Magazine St.

New Orleans 12, La.



*Best Wishes
of the Season*

LO CURTO & FUNK, INC.

Custom House Brokers

21-24 State Street

New York 4, N. Y.

McCORMICK & CO., INC.

Teas, Spices and Extracts

Baltimore 2

Maryland

PNEUMATIC SCALE CORP., LTD.

Heat Seal Tea Bag Machines

65 Newport Avenue

Quincy, Mass.

JOHN E. RAISCH CO.

*Weighers - Samplers - Inspectors
Agents at all Ports*

15 Moore Street

New York 4, N. Y.

W. L. RICHESON & SONS, INC.

*Ocean Freight Brokers — Forwarding Agents
IMPORT EXPORT*

*Peace Building — 4th floor
Carloading/Unloading — Weighing/Sampling*

624 Gravier Street

New Orleans, La.

R. E. SCHANZER, INCORPORATED

Chicory and Coffee Substitutes

610 South Peters St.

New Orleans, La.

SCHILLING

Division of

McCORMICK & CO., INC.

301 Second Street

San Francisco 7

S. A. SCHONBRUNN & CO., INC.

Savarin Coffee — Savarin Instant Coffee

Medaglia d'Oro Espresso

Medaglia d'Oro Instant Espresso

Palisades Park

New Jersey

SEEMAN BROS. INC.

New York, N. Y.

Roasters and Distributors

White Rose Coffee

SPICE ISLANDS CO.

Spices, Herbs, Vinegars, Tea, Pepper Mills

100 E. Grand

South San Francisco, Calif.

SWANSON BROTHERS, INC.

Coffee Importers

149 W. Kinzie St.

Chicago 10, Ill.

WALTER H. TANTZEN

D/B/A WALTER F. POWERS

Weigher and Sampler

24 Stone Street

New York 4, N. Y.

New Orleans Office

620 Tchoupitoulas Street

New Orleans, La.

COFFEE
IMPORTERS



LEON TAFFAE Co., Inc.

106 FRONT ST., NEW YORK 5, N. Y.

Season's
Greetings

Christmas Greetings

BEST WISHES FOR THE NEW YEAR

from

JUSTO F. FERNANDEZ

Finca "Las Animas"

Coffee Planter & Exporter

Grower of the highly appreciated
Top Quality Coffee



Juarez 35

Jalapa Ver. Mexico

Phone 22-47

New McGarvey-Atwood coffee debuts in upper-midwest

A new quality coffee backed by almost a century of experience and know-how and packed in a bright new red and gold can is finding its way onto shelves of food markets in the Upper Midwest section of the country.

Called McGarvey-Atwood Flame Room Coffee, it brings together for the first time on the same package the names of two Minneapolis coffee makers who merged in 1956, the McGarvey Coffee Company and the Atwood Coffee Company. The latter was organized in 1902 and the former in 1923.

Henry Atwood is president with R. M. McGarvey, Sr., as chairman of the board.

The radio campaign, being heralded as the biggest recent coffee advertising venture in the Upper Midwest, will use more than 1,000 spot announcements in the next six-month period. The campaign was launched October 31.

There has been a McGarvey Flame Room Coffee and Atwood coffees in the trade over the years.

But the new Flame Room Coffee was produced with the intent of surpassing the old in taste, body and flavor, McGarvey indicated.

The coffee, Atwood said, is strictly a regional product. The coffee beans are shipped in green from areas of choice production in Colombia and Central America. Then they are roasted and blended in the company plant to the special taste of coffee drinkers in this part of the nation. This is an area of milder blend, Atwood said, and great care is exercised to insure that the blend in Flame Room Coffee is tailored exactly for this Upper Midwest region.

New York's Tea Center becomes hub of growing public interest

Increased public interest in the Tea Center and the scheduling of group meetings brought more than 1,300 visitors to the center in October, John Anderson, executive director of the Tea Council, Inc., reported last month.

Organizations using the center included the National Food Editors Conference, League of Women Voters, The Big Brothers, Thursday Morning Club, Greater New York Homemakers, Secretaries Club, New York Home Economics Association, Greater New York Dietetic Association, Seventeen Magazine and National Campfire Girls.

Anderson reported that the Seventeen affair was a party for high school editors with the Tea Council and the magazine acting as co-hosts. Editors of 45 high school newspapers attended a two hour party and carried away ideas for teenage parties and instructions on the proper brewing of tea.

Using the center as a meeting place for large groups, Anderson said, is an ideal way to insure widespread exposure of brewing tips, and to create an even more favorable image for tea.

The center's new display, Tea Drinking Around The World, was previewed by 200 of the nation's top newspaper food editors. Stories on tea drinking customs have been appearing in newspapers all over the U.S., generating additional interest in tea and the center.

Folger firms in San Francisco, Kansas City to merge

Announcement has been made of the planned merger of J. A. Folger & Co., of San Francisco, and J. A. Folger & Co., of Kansas City. The merger of the two coffee roasting companies has already been approved and will become effective at the end of the year according to J. A. Folger, president of the San Francisco concern, and Joseph S. Atha, head of the Kansas City firm. Mr. J. A. Folger will become president of the merged companies, and Joseph Atha, chief executive officer and chairman of the board. President Folger offices and manufacturing facilities will continue to operate as heretofore.

Chock Full O'Nuts goes into bus advertising

Chock Full O'Nuts, an advertiser whose total outlay in all media ran to \$2,500,000 last year, last month launched a campaign of outdoor transit advertising for the first time. According to an announcement by the company king-size car posters will be used to introduce "the heavenly blend" to six new markets.

In another announcement stockholders of Chock Full O'Nuts Corporation had approved a 4-for-1 split of the common stock and voted to increase the number of authorized shares from 1,000,000 to 5,000,000.

Starting them early!

According to Dr. Walter W. Sackett, Jr., babies can eat three meals a day at three weeks of age, and can drink black coffee as soon as they can hold a cup. Sackett's recommendations were made at the annual meeting of the American Medical Association.

Holdings were informed that the company's coffee division achieved new sales records for the first quarter of the new fiscal year (1961), ending Oct. 31, 1960. Coffee sales in dollars were \$5,014,500, an increase of 14½% over the \$4,380,000 for the comparable 1960 quarter. Coffee sales, in pounds, amounted to 6,867,600, a gain of 17½%.

Stockholders were also told of these developments: 1) Chock Full O' Nuts "will be in the instant coffee business the early part of next year"; 2) the company has signed up for two locations in New Jersey for its roadside diners with a third in the near-signing stage, and that its diners will be operating before next summer.

LaTouraine Coffee Co., gears for vending sales

The LaTouraine Coffee Company, Boston, Mass., has announced that all seven of its chain of nationwide roasting plants have been equipped with new machinery for the type grinds required by the vending industry. The new machines are said to hold the critical tolerances which are necessary in the process of fresh-vend brewing.

The company's main plant and headquarters are located in Boston, and is supplemented by roasting plants in metropolitan New York City, Chicago, Ill., Philadelphia, Pa., Detroit, Mich., Cleveland, O., and Syracuse, N. Y.

*Greetings
AND
All Good Wishes
To All
In The Coffee
Industry*

**MARTINSON'S
COFFEE**

190 Franklin Street
New York 13, N. Y.

**Best Wishes
to the Coffee Industry
for a Merry Christmas
and a very
successful New Year**

from

SCHOLTZ & CO.



Seasons Greetings to All from

S. A. SCHONBRUNN & CO., INC.
COFFEES AND TEAS

Grand and Ruby Avenue

Palisades Park, N. J.

Holiday Greetings to all our friends

LOPEZ & MANGUAL

Established in 1925

Mild Coffee Importers

135 Front Street, New York

CBI's coffee workshop takes on international aspect

The second session of the CBI Coffee Workshop, held last month has assumed an international complexion.

Listed among participants were Paulo Bordeaux of Rio de Janeiro, who will become technical consultant and coordinator for the World Coffee Promotion Committee in seven Western European countries. His headquarters will be in Hamburg, Germany.

Other members include Kenneth W. Graydon, and Joseph Kurdika, institutional sales manager and plant manager, respectively for Mother Parker Tea and Coffee, Ltd., of Toronto, Canada; C. R. Whitaker, equipment development engineer, for the Continental Coffee Company, of Chicago, Illinois; Ben Harrison, owner of the Richter Coffee Company, of New York City; and F. S. Davis, sales representative for Hills Brothers Coffee, San Francisco, California.

The CBI Coffee Workshop offers a practical training course which stresses the latest coffee brewing and beverage evaluation techniques. The classroom, probably the most completely appointed training center of its type in the world, is furnished with \$20,000 worth of the most

Now it's the beer-break

According to a report from London a British shampoo firm has been giving its 26 girl employees a free daily beer break. The firm uses beer in the shampoo and the girls had been sampling same to the extent that they were giving up the traditional tea-break!

modern coffee makers, provided to CBI by leading equipment manufacturers, among them Best, Bunn-o-Matic, Cecilware, Continental, Cory, Curtis, Kafe Mak, Lora-Matic, McKie, Rosander, Silex-Automatic, Topper, Urn-o-Matic, Wear Ever and Western. In addition the Workshop has a full line of home brewing equipment, a display of Tomlinson faucets, and Everpure, and Calgon water treatment equipment.

The curriculum is designed to assist sales personnel, public feeders, and members of the equipment industry in their day-to-day business activities by on-the-spot training, which involves learning by doing.

Subjects covered include modern brewing techniques, beverage evaluation, equipment maintenance and cleaning, how to handle customer complaints, merchandising and promotion, water problems, and home brewing.

The course runs four full days, sessions starting at 9:30 a.m. and ending at 5:00 p.m.

Classes are limited to a minimum of four and a maximum of six people.

Each participant is required to provide two pounds of roasted bean coffee, and 15 pounds of ground coffee, 12 pounds of which should be suitable for urn use, and three pounds for vacuum makers. This material should be shipped, prepaid, to The Coffee Brewing Institute.

Materials, which can later be used in the field, are supplied to each participant. Included are operating manuals and catalogues of the equipment used during the course; equipment performance data and information sheets; a coffee brewing manual which covers the work done in classes; a set of CBI publications, and samples of CBI promotional materials.

H. de Sola é Hijos

San Salvador

El Salvador, C. A.

Established 1896

Exporters of El Salvador Coffee

Extend Holiday Greetings to the Entire Coffee Trade



De Sola & Cía

"ONE GOOD CUP
DESERVES ANOTHER"

Guatemala

Guatemala, C. A.

Established 1940

Exporters of Guatemala Coffee

Extend Holiday Greetings to the Entire Coffee Trade



"ONE GOOD CUP
DESERVES ANOTHER"

Cia de Cafe de Sola, S. A.

San Pedro Sula

Honduras

Established 1955

Exporters of Honduras Coffee

Extend Holiday Greetings to the Entire Coffee Trade

Season's Greetings



CLEMENT M. HAKIM

TEA IMPORTER

99 Wall Street New York 5, N. Y.



**Christmas Greetings
and best wishes for
the New Year**

ARNOLD, DORR & CO., INC.

105 FRONT STREET

NEW YORK

Coffee-break here to stay, according to recent survey

The coffee-break is an effective part of employee morale programs and actually helps workers produce more, according to 64 percent of office executives recently surveyed.

The survey, undertaken by Modern Office Procedures because the publication had more unsolicited reader interest in this topic than any other in the past two years, shows that "now 94 percent of all companies let their office employees take breaks at least once a day." In 1950, it reported, slightly less than half of all offices permitted them.

Coffee-breaks aren't just a morning affair anymore, either, according to the article. Nearly 84 percent permit both morning and afternoon breaks, some even more often or whenever workers want them. Only 16 percent limit breaks to once a day.

Commenting upon the substantial volume of anti-coffee-break comments from office executives, the magazine said that "much as business people moan about the coffee-break, few are doing anything to help correct the evils. The main reason it stands in such low repute is that many firms don't try or know how to control it. Forty-two percent say they have no time limits on coffee-breaks, 36 percent limit them to 15 minutes, 20 percent to 10 minutes, 2 percent allow no more than 5-minute breaks. And 31 percent of those that have set times say they can't keep the break within limits."

Where employees get their coffee or other beverages has a lot to do with the amount of control possible, it was stated. It's much harder to control length when people have to go to an outside restaurant, but nearly 20 percent of the firms permit this. The most widespread means of obtaining coffee, the survey shows, is for employees to make it themselves (37 percent). Vending machines provide it in 19 percent of offices, mainly larger ones, company cafeterias are used by 17 percent and catering or delivery service provides for 7 percent.

Stating that the coffee-break isn't a problem that's easily solved but is one that office executives have "got to live with and control sensibly," Modern Office Procedures recommends these rules: Provide facilities for coffee and snacks in the office; set definite time limits on coffee-breaks and stick to them; stagger break times so all the desks aren't empty at the same time; and encourage workers to take coffee-breaks at their desks."

Season's Greetings



DUPUY

STORAGE & FORWARDING CORPORATION

2601 Decatur Street

New Orleans 17, La.

Nationwide
Coffee
Service

IT PAYS TO TRADE
THE RUFFNER WAY

Our offices are strategically located, ready to serve you,
at the three principal coffee ports and the major coffee
distributing center of the mid-west.

Representation over the years with the most reliable
coffee shippers in the countries of production.

Over 64 years experience as coffee brokers and agents
in meeting the needs of green coffee buyers.

A conscientious and dependable service offered to coffee
roasters by our coast-to-coast organization.

RUFFNER, McDOWELL & BURCH, INC.

Coffee Brokers and Agents

Established 1896

NEW YORK: 98 Front Street
SAN FRANCISCO: 214 Front Street

CHICAGO: 408 W. Grand Ave.
NEW ORLEANS: 419 Gravier St.

USE OF CREAMING AGENTS AND SUGAR IN COFFEE

1956—1960

(All figures in percent of U. S. coffee drinkers)

	Creaming Agents		Sugar		Black Coffee (without either)	
	1956	1960	1956	1960	1956	1960
Average All Coffee Drinkers	68	63	52	53	24	28
At Home	69	64	52	53	24	27
Away from Home	66	58	54	52	26	32
Under 20	82	74	75	69	11	17
20-24	70	64	55	61	23	24
25-29	69	60	58	57	24	28
30-39	68	63	53	54	24	29
40-49	66	62	50	51	26	30
50-59	62	59	48	46	29	32
60-69	70	62	51	49	24	27
70 and over	75	64	48	52	18	27
East	83	81	65	65	13	14
North Central	65	55	45	42	28	36
South	66	59	55	57	24	28
West	49	44	40	43	41	44
White	68	62	50	50	25	29
non-White	76	73	82	83	13	13
Male	70	64	60	59	21	26
Female	68	61	45	46	26	31

The chart at right is a graphic indication of the likes and dislikes of the American consumer in relation to coffee drinking. As the PACB's study indicates Westerners like their coffee straight, while the more effete Easterner uses both cream and sugar in his brew.

"the cream and sugar in your coffee cup"

The Pan American Coffee Bureau has issued a report on "The Use of Dairy Products and Sugar in Coffee." The report is based on consumer studies conducted by the Bureau earlier this year.

On the basis of 1960 statistics on coffee drinking and figures for 1959 on production and usage of dairy products, it is calculated that:

- 1) 17 percent of all fluid milk products went into coffee during 1959;
- 2) the value of such creaming agents, in terms of income to dairy farmers, was \$462 million; and
- 3) the quantity of coffee creaming agents approximated 11.3 billion pounds of milk equivalent, or 9.1 percent of total milk production. This is the fourth largest use of dairy products.

Use of Creaming Agents by Coffee Drinkers—Approximately two-thirds of the coffee drinkers in the United States use creaming agents in their beverage. In 1959 they consumed an estimated half billion gallons in their coffee.

All calculations have been made on the basis that 3/4ths ounce is the average serving of a creaming agent per cup. Representatives of the dairy, restaurant and coffee industries are in general agreement on this amount.

Types of Creaming Agents Used—Of the 63 percent using creaming agents in 1960, 30 percent use milk, 23 percent light cream, five percent evaporated milk, two

percent condensed milk, two percent heavy cream and a fraction of one percent powdered milk or cream.

Use By Location—More use is made of creaming agents in the home than away from home. By type, milk is most popular in the home, being used by 32 percent of the at-home coffee drinkers, while light cream enjoys first choice among 31 percent away from home.

Use By Age—A larger percent of youthful coffee drinkers, those under 20 years, use creaming agents than do older persons. From 20 years on, the use of creaming agents decreases until the sixties are reached, at which time it begins to rise again.

Use By Region—Wide differences exist in the use of creaming agents by coffee drinkers in various geographic areas of the United States. At one extreme, 81 percent in the East use a creaming agent, while, at the other, only 43 percent use it in the West. In the North Central States the figure is 55 percent, and in the South it is 59 percent.

Use by Ethnic Groups—Creaming agents are more widely used by non-whites (73 percent) than whites (62 percent).

Use by Sex—More men use creaming agents (64 percent) than women (61 percent).

Changes in Use—Between 1956 and 1960, there has been a drop from 68 percent to 63 percent in the propor-

tion of coffee drinkers using creaming agents. The former year was the only previous time that the Pan-American Coffee Bureau's annual research studies went into this question. Additional comparative data on usage, 1956 and 1960, will be found in the summary table on page 5.

There are approximately 53 million daily coffee drinkers in the United States who use sugar in their beverage, the average serving being one level teaspoonful, the Pan-American Coffee Bureau found.

On the basis of that measure, it is calculated that, at the current rate of coffee drinking, 803 million pounds of sugar with a retail value of \$92 million are used in this manner each year.

Compared with total U.S. sugar use, however, the quantity going into coffee does not approach the relative importance that creaming agents have among milk products.

Use By Location—The use of sugar is slightly more prevalent in the home (53 percent) than away from home (52 percent).

Use By Age—More teen-age coffee drinkers use sugar (69 percent) than people in older age brackets. The percentage using sugar declines steadily until in the 50-59 age group only 46 percent add it to their coffee. In the over-60 brackets the proportion rises again by a few percentage points.

The sweeter sex . . .

. . . Surprisingly you'll find in looking over the study which appears on these pages that men are more prone to sweetening their coffee than the womenfolk. PACB found that a total of 59 percent of the male population used sugar. Fair sex use amounted to only 46 percent.

Use By Ethnic Groups—Coffee with sugar is much more popular among non-whites than among others in the population. Some 83 percent of non-white people use sugar as against 50 percent of white people.

Use By Sex—More men (59 percent) use sugar in their coffee than women (46 percent).

Use of Synthetic Sweeteners—Only two percent of coffee drinkers use synthetic or chemical sweeteners and they evidently are not consistent in their use of such products. This is shown by the fact that in coffee drunk at home, 2.5 percent use synthetics while only 0.7 percent use them away from home. Their use has grown, however, from 1.0 percent of coffee drinkers in 1956 to 2.0 percent this year. (Because the proportion is so small and varies so much in the statistical break-downs, no attempt has been made to separate these percentages from the totals used.)

Sugar Use, 1956-60—There has been during this four-year period a small increase from 52 percent to 53 percent in the proportion of coffee drinkers using sugar in their coffee. On the other hand, as previously stated, the percentage using creaming agents dropped from 68 to 63. As noted in Special Report No. I, only at intervals do the Coffee Bureau's annual coffee-drinking studies provide sufficient data for special analyses such as these. Comparisons with 1956, the only other year in which such information was collected, will be found in the summary table on page 34.

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"ADVANCES IN COFFEE PRODUCTION TECHNOLOGY"

Late in 1958, Coffee and Tea Industries, offered its readers a publication of significant interest to the trade, "Advances in Coffee Production Technology". The publication was then, and is today, a compendium of useful information to the grower of coffee.

The material contained in "Advances in Coffee Production Technology" first appeared in the special November, 1958, issue of Coffee and Tea Industries, and immediately became one of the most widely sought after issues to appear in this industry.

"Advances in Coffee Production Technology" is a worldwide summary of coffee research. It outlines existing knowledge and shows the direction of efforts to extend that knowledge. Top coffee scientists cooperated in preparing the material and consider it an important working tool.

For coffee growers, shippers, their organizations and governments, the book puts between two covers material affecting many immediate and long range aspects of coffee growing.

For importers and roasters in consuming countries, "Advances in Coffee Production Technology" holds clues to the future of the product on which their business is based.

For libraries and research organizations, it is an important source of information on a vital commodity.

There are on hand a limited number of copies of "Advances in Coffee Production Technology" which are offered at the original pre-publication price of \$2.50 per single copy. Orders for copies in excess of five may be had at an additional discount of 10 percent.

TABLE OF CONTENTS

Introduction

Recent advances in our knowledge of coffee trees:

1. Physiology
2. Genetics
3. Cytology
4. Anatomy

The supply of better planting material

1. Arabicas
2. Canephoras (Robustas)
3. Asexual propagation of coffee

Mineral nutrition

1. High fertilizer applications and their effects on coffee yields
2. Detection and control of minor element deficiencies

Better control of water supply for coffee production

The sun-hedge system of coffee growing

The mechanization of cultural operations

Soil conservation on coffee plantations

Chemical weed control in coffee

Recent spraying for control of coffee diseases

Selection of coffee types resistant to the Hemileia leaf rust

Biological control of insect pests in coffee

Factors affecting the inherent quality of green coffee

Conclusions

Coffee and Tea Industries suggests that orders for "Advances in Coffee Production Technology" be placed immediately. No plans have been made for a second printing of this publication and only a limited number of copies are on hand.

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The following article is the sixth in Coffee and Tea Industries continuing series on the various legal aspects of our trade. Author Howard Newcomb Morse discusses two legal problems attendant with tea importation into the United States.

"The Case of the Canton Tea"

Sang Lung, who was engaged in the importing business, imported into the United States, and entered at the custom house at the Port of San Francisco, 2,910 packages of tea, commercially known as "Canton tea." Canton tea is largely imported into this country, is known by that name in the tea trade of the world, and is in general use throughout the United States.

Upon its entry at the custom house of San Francisco, the tea was duly examined by the examiner appointed by law, with reference to purity, quality, and fitness for consumption. The tea was found by the examiner to be not equal to the standards provided by law.

The only standards provided by law were those embraced in the regulations of the Treasury Department adopted for the examination of imported teas, under the authority of a federal statute. In those regulations Canton tea was not named as one of the standards.

The matter was thereafter referred for decision to a board of three United States general appraisers, who were designated by the Secretary of the Treasury. The board, after due examination, affirmed the finding and decision of the examiner, and upon the same ground.

John P. Jackson, as collector of customs at the Port of San Francisco, refused to issue to Lung any permit for the release or delivery of the tea. Jackson threatened to destroy the tea. Lung brought an action in the federal court for the Northern District of California against Jackson to enjoin the latter from proceeding to destroy the tea.

Lung contended that it was not intended by the federal statute to restrict and limit the standards of purity, quality, and fitness for consumption of all kinds of tea into the United States to those standards only which were defined by the regulations. This contention was not sustained by the Court.

The Court held that the action of the board of general

Howard Newcomb Morse, author of this series, is a recognized expert on legal matters. In 1948 and 1949 he was Professor of Law at John Marshall Law School in Chicago. In addition he was admitted to the Bar of the Supreme Court of the United States in 1949.

While the series to date has encompassed the legal aspects of various areas of interest to the coffee, tea and spice trades, Coffee and Tea Industries would welcome the comments of readers as to subject questions which would benefit the trade. Readers having questions along these lines are invited to submit their interests to Editor, Coffee and Tea Industries, 106 Water Street, New York 5, N. Y.

Barrister's Brew

appraisers in rejecting the tea as impure and unwholesome, being a decision of fact by a tribunal to which the matter was referred to by law, could not be reviewed by the courts on the theory that the board's action was illegal because no standard as to Canton tea was established by the board.

"The Case of Prussian Blue and the Read Test"

Macy, an importer of tea, offered certain green tea for entry. The tea was rejected by the examiner and referred to the board of general appraisers for re-examination.

The standard samples by which teas offered for importation were compared and judged contained no coloring matter whatever, but did contain a far greater amount of other foreign substances than did Macy's. Macy's tea was worth on the open market nearly four times as much per pound as was the standard sample by which its rejection was gauged.

The sole cause for rejecting the tea was that it showed Prussian blue coloring matter in proportions ranging from nine to 19 parts of blue in a million of other unobjected to elements. Prussian blue cannot be proved to produce any deleterious results. It is found in the United States Pharmacopeia as a drug sometimes used for common purposes.

Macy sought an injunction in the District Court of the United States for the Southern District of New York to enjoin the board from adopting a method of examination and applying a criterion for judging the admissibility of the tea known as the "Read test." Macy contended that the regulations prescribed by the Secretary of the Treasury providing for such test were in violation of the federal statute authorizing the regulations.

The court dismissed the case, and Macy appealed under the Read test if the standard of a particular kind or grade of tea contained no coloring or facing matter, offered tea which contained any coloring or facing matter, however small in quantity, must be rejected. If the standard contained some such coloring or facing matter, all tea which contained such matter in excess of the standard must be rejected.

The United States Court of Appeals for the Second Circuit reversed the decision of the court below. Of the regulations prescribed by the Secretary of the Treasury providing for the Read test, the United States Court of Appeals declared: "In our opinion these regulations are inconsistent with the statute, because they undertake to direct the board to reject tea which contains any coloring matter, although the board may be convinced as the result of all the tests they apply that the coloring matter is present in such harmless quantities that the tea is not inferior to the statutory standards in purity, quality, or fitness for consumption."

The Coffeeman's Balance Sheet

A review of recent notes of interest to the coffee trade compiled from both AMERICAN and OVERSEAS sources.



■ ■ The USDC's Foreign Commerce Weekly indicates that the Costa Rican Coffee Bureau has reported export receipts for the 1959-60 crop totalling \$45,359,527. The picking of the new crop is progressing rapidly and the Bureau states that a record harvest of 1,171,000 60-kilo bags is expected. A portion of the retention stocks from previous seasons is expected to be utilized in the production of soluble coffee at the newly established plant in San Jose.

■ ■ Here's what the London Times has to say about the adherence of the British East African territories to the International Coffee Agreement. "In signing the agreement for the

coming year the British Government has made it quite plain that its signature does not commit the East African territories in any way beyond the end of September, 1961. The United Kingdom's future policy is to be decided in the light of a report from the Coffee Study Group, which is expected before the end of 1960.

"Even the current, exportable crop," the Times continues, "will be nearly 40 percent above the absorptive capacity of the market and will thus raise world stocks even more. It was this trend towards wholly unwieldy surpluses which induced Latin American producing countries, in October, 1958, to initiate their retention agreement, the fore-runner of last year's international export quota agreement. This attempt at setting a limit to the flow of coffee into the market has a fair measure of economic justification. But while gaining a breathing space this regulation of supplies will solve no problems. In making its future approach to the International Coffee Agreement dependent on the report of the Study Group, the United Kingdom Government has shown that it is clearly aware of this fact."

■ ■ Foreign Commerce Weekly reports that on the basis of coffee exports through August, Colombia would not meet its quota for the coffee year ended September 30. Coffee

exports in the first 11-months of the quota year October, 1959-September, 1960 amounted to 4,847,811 bags, leaving Colombia short of filling its quota by about 1-million bags.

■ ■ Reports from France indicate that efforts are being made by a number of influential French coffee importers to form a new company, The Societe Nationale Interprofessionnelle Du Cafe, designed to reform the present coffee trading conditions of the Franc zone. One recommendation of the new company is that a coffee stockpile be set up under the auspices of the French government which would be able to release quotas for both the home market and the European economic community.

■ ■ The 1960 Haitian coffee crop is expected to decline sharply according to informed sources. The 1959-60 crop was below last fall's forecast and at least a 50 percent drop is anticipated for fiscal 1961 which began October 1. At best it is doubtful that Haitian producers will be able to deliver more than half of her export quota under the 1960/61 International Coffee Agreement.

The 1960 exportable coffee crop has been estimated at 500,000 60-kilo bags, but 25,000 bags of low quality beans are said to be temporarily unsalable. The overall outlook for next year would indicate exports of 300,000 bags.

■ ■ The 1960-'61 Guatemalan coffee crop has been officially estimated at approximately 1.85 million quintals (1 quintal-101.4 pounds). This figure shows a reduction from last year's coffee harvest.

■ ■ The Monthly Bulletin of the Coffee Board of India reports that an attempt is being made to reorientate the industry's approach to exports so that Indian coffee may derive the best advantage. As one facet of this approach to coffee ex-

National Coffee Association's 50th Annual Convention draws closer

Coffeemen the country over are setting their sights on the upcoming 50th annual convention of the National Coffee Association. The place—Boca Raton, Florida. The time—January 16-19, 1961. This year's doings promise an unusual package of informative speakers, a wrap-up of the accomplishments of the year 1960, and what we can logically expect during the year ahead. In addition, this year's convention celebrates the Golden Anniversary of the Association, a fifty-year span of accomplishment in the service of the coffee industry. *It's time your name was included in the registrations.*

ports the Board's marketing committee has decided that in future there will be three export sales in a month, between January and May, instead of two as at present. The dates of export sales as well as the quantities of coffee to be released will be posted well in advance of the sales. It is expected by the Board that this will help greatly in assisting the trade in the arrangement of business with green coffee buyers abroad.

■ ■ The U. S. Consul in Nairobi, reports that unusual drought conditions are causing some concern among coffee producers in **Kenya** and **Uganda**, although at the moment Kenya's marketing board has as yet made no change in its estimates for 1960-61.

■ ■ Reports from the Far East point up the fact that **Thailand** has been experimenting with coffee growing. Plantings are primarily intended to meet that country's requirements at the moment. Since 1954 it is indicated that the area planted in coffee has increased from 1,114 to 5,890 acres. Production is now estimated to stand at approximately 500 metric tons annually.

■ ■ The **Uganda Argus** commenting on the recently consummated agreement of the **East African** coffee producing areas in the **International Coffee Agreement** carried the following editorial comment. "There was some reluctance on the part of East African countries to enter the **Agreement** mainly because its scheme to maintain coffee prices did not provide any solution to the problem of world coffee surpluses. Nevertheless these countries agreed to restrict their exports of coffee in the 1959-60 crop this year as a gesture of their anxiety to improve the world situation.

■ ■ Dr. Alphonse Rochac, director of the Inter-American Development Bank, has been named to represent **Fedecame** on the consultative committee of the **International Coffee Agreement** at a special meeting of delegates from **Fedecame** countries. The appointment was officially announced in San Salvador on October 28.

■ ■ According to New York's **Journal of Commerce** it will probably be another month before the Federal Maritime Board decides whether to

hold public hearings before determining to approve or reject a revenue-splitting agreement. The agreement has been proposed by **Lloyd Brasileiro** and **Moore-McCormick Lines** on government controlled cargo in the U. S./Brazilian trade. Lloyd and MooreMac have until early December to reply to a formal complaint, filed by the River Plate and Brazil Conference, asking that the board reject the agreement at once. The latter organization has until mid-December to answer any further points raised by MooreMac and Lloyd in defense of the agreement.

Complaints so far registered with the board are to the effect that there are alleged discriminations in the agreement; claims that other carriers would be cut out of this trade; and that it would favor Atlantic ports-of-call to the exclusion of Gulf ports.

The **Green Coffee Association** of N. Y. has stated that, "the proposed pact is apparently of a monopolistic nature," while the **Mississippi Valley Association** and the **New Orleans** board of port commissioners have expressed fears that it would divert cargo from that port.

■ ■ **Brazil** has firmly denied rumors of a special deal which circulated in the trade during late November. According to certain sources the deal revolved around a reported sale of over one-million bags of coffee to U. S. importers and roasters. According to one source, "part of the coffee was reportedly from **IBC** stocks and part from exporters."

■ ■ The **IBC** reports that its Tokyo office has signed the first contract for the sale of an estimated 5,000 bags of coffee to **Japan**. A ceremony at the signing was attended by Minister Castro of the Brazilian embassy and important officials of the Japanese coffee trade from Tokyo and Osaka. The report also pointed up the fact that commitments had also been drafted under which Brazilian coffee would be furnished to Japan's instant coffee plant operated by the **Morinaga Dairy Products Co.**

■ ■ According to the November issue of U. S. Department of Agriculture's Marketing Service bulletin, per capita consumption of coffee during 1960 is estimated at 16.1 pounds. The figure is a rise from

the final figure of 15.9 pounds reported by the Department for 1959.

■ ■ The **Wall Street Journal**, in an article on commodity overproduction, points out the following.

"While some population scientists are making gloomy prognostications about the consequences of the 'population explosion,' and the world's future difficulties in feeding its growing millions, a contradictory development is taking place. Production of many key foods is for the time being outstripping demand."

The **Journal** goes on to point out the paradox of the situation. Coffee, for example, rose in the crop year which ended June 30 to a record 75.5 million 132-pound bags, up from the 58-million bags recorded the previous year. Crop forecasts indicate that this year's coffee crop may well be the second largest in history, with consumption little higher than last year.

What the **Journal** does not point out, but what is obviously the key to the situation, is that even greater coffee promotional efforts must be made in future. The world's mushrooming population growth would indicate that the market exists for greater sales of coffee but that insufficient or unproductive, efforts are currently being made to corner them.

■ ■ The conference of African coffee producing nations being held December 5th at **Tananarive** may be expected to have interesting ramifications. In attendance will be coffee growing representatives of the **Franc** and **Sterling Zones**, and also of **Portuguese Angola**. It is probable that from the meeting will stem an **Inter-African** coffee group patterned after **Fedecame**.

■ ■ Mexican coffee exporters were told at the recent meeting of their association that Mexico's 1959-'60 crop had reached a record 2,033,000 bags, of which a total of 1,408,000 had been exported. The remainder, according to Miguel Angel Cordera, Jr., was utilized in Mexico proper with 500,000 bags consumed, and 125,000 bags retained. Cordera, reporting on the 1960-'61 crop, gave an estimate of 1,800,000 bags, a drop from the previous year due to unfavorable weather conditions.

"TEA'S in the NEWS"

A veteran teaman suggests some means of introducing tea into new areas of consumption . . .

"the use of tea as a flavoring ingredient"

In recent years I have written several articles suggesting the expansion of the use of tea as a flavoring for ice cream, milk sherberts, milk shakes, ice cream sodas, and even in candy. At the present time coffee is being used extensively in this area. In fact, the Pan American Coffee Bureau's latest figures show that 14,000,000 pounds of green coffee, or nearly 12,000,000 pounds of roasted coffee is going into the manufacture of coffee extracts for these purposes alone.

I have personally demonstrated the use of tea in all of the ways mentioned above. Moreover, with the advent of instant tea and the extracts from which the powder is made, there is every reason for the American tea industry to enter this new field.

Unfortunately tea is one beverage that is not keeping up per capita wise. In fact there has been a decrease for the last fifty years as the per capita statistics will show.

Taking the average tea consumption for each of the five fiscal year periods shown, and computing the per capita results from U.S. Census figures for each decade, the following per capita consumption table has been formed.

Years	Average per capita Consumption
1916-1920	0.83 lbs.
1926-1930	0.73 lbs.
1936-1940	0.69 lbs.
1946-1950	0.61 lbs.
1956-1960	0.60 lbs.

Teas entered for consumption do not include those finally rejected or exported.

Of course there are many explanations for this decline in the per capita consumption of tea. Among these is the fact that multitudes of beverage products have been introduced over the years, and many of these have successfully competed in the beverage market to the detriment of tea.

Of course there are many explanations for this increase

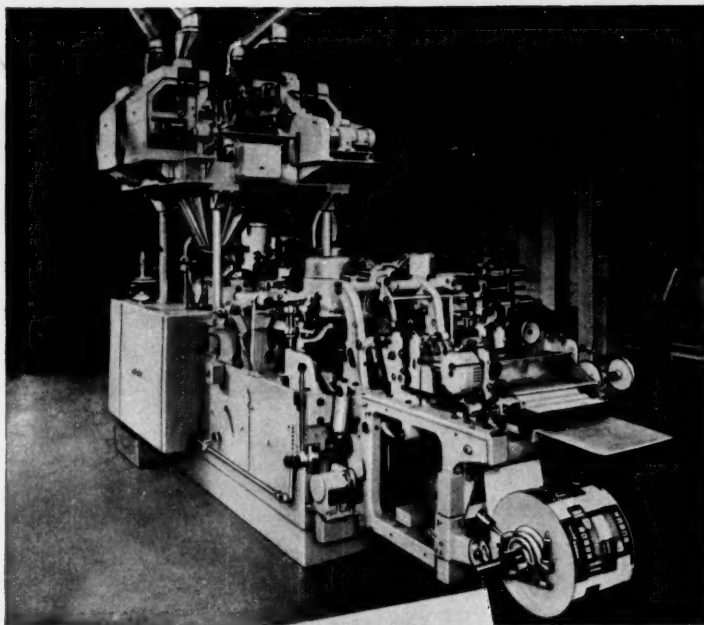
— **George Mitchell**, the author of the article which appears above, is a well known expert on the tea industry in the United States. His services in this field include the post of Supervising Tea Examiner in Washington from 1913 to 1929, and thereafter as manager of General Food's tea plant. Since 1947, when he retired from General Food's he has served as a consultant for that company, the United States Army, and presently for Antony Gibbs & Co. In addition Mitchell served as president of the Tea Association of the U. S. for a period of three years.

ing fall-off in per capita consumption. Among these is the very rapid growth of population which has occurred during the last two decades. The Census for 1960 showed 28,302,639 more people in this country than had been accounted for in 1950. In 1950, the increase amounted to 19,028,086 more than in 1940. Non tea drinkers, on account of age have been the main factor in causing the consumption of tea to fall below the tremendous overall increase in population. As an example, in 1957, the country's youth population (those 14 years and under) numbered 57,530,400 30.3 percent of the overall population and 3.4 percent more than it had in 1950. The money contributed by the producing countries and the American tea trade, and spent by the Tea Council, has evidently done a good job in holding the line against such odds. We can only wonder what would happen to tea without this effort on the part of the Tea Council and private advertisers.

Another important cause is that the whole complexion of kinds of tea imported into the United States has changed radically during the last forty years. In 1919 out of the 113,000,000 pounds entered for consumption during the fiscal year, 40.84% was green tea, 20.11% oolong tea, and only 40.79% black tea. Now 98% of the tea imported for consumption is black tea. I mention this because in my judgement tea consumers let the depth of color of the tea liquor influence the strength of the tea they drink, and they unconsciously use less tea because they drink to a great extent "with their eyes". Then again the measured quantity in the tea bag conserves tea and controls waste which is good economy, but it has its draw back because it is the cause to a great extent for the "dry service" which has done so much to put tea in bad reput in the restaurants. All this leads up to the great necessity for the tea trade, the Tea Association, and Tea Council to extend every effort to use our newly developed instant tea in order to expand the tea flavor to form products such as tea ice cream, tea milk shakes, tea sodas, and tea candy. I have made in my own home these products with success. While at the Fifteenth Annual Tea Convention held at the Diplomat Hotel in Hollywood, Florida, I secured from the Instant tea manufacturers, or purchased in the market, samples of all instant tea manufactures. After mixing all of them together, forty-four gallons of tea ice cream was produced by the hotel's supplier, Swift & Co. of Miami. Mr. Dominic, Catering Manager of the Diplomat hotel, served tea ice cream for dinner to every member of the Tea Convention, and also to the three-hundred members of the South Florida's Florist's Association who were having their meeting at the same time in the Diplomat.

Comments which I received from members of the Tea

(Continued on page 42)



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"tea as a flavoring ingredient"

(Continued from page 40)

Convention indicated that they were very pleased with the product. Two men that I talked with thought that the tea flavor should have been stronger, this can easily be corrected by using more soluble tea. One was a tea man, and the other a guest who had spent much time in Ireland. Mr. Dominic said in a letter to me "Just a few words of note—your tea ice cream made a great hit with the Florists"; he also said he used some of the tea ice cream in a Baker Alaska for a special party. Quote, "it came out very successfully, and we received many favorable comments about it".

Ice cream plants all have their ice cream mix to which they add flavors before freezing. To give some idea of the simplicity of the operation I simply gave their expert Mr. John Sharpe the supply of Instant teas, six or seven in all, along with the quantities I use in my experiment. He varied it slightly to suit his particular mix. After dissolving the instant tea in a very small quantity of water it was added to the mix and processed under normal procedure. At the hotel, milk shakes and ice cream sodas were made in the regular way, except the Instant tea was mixed with the normal amount of non-flavored or simple syrup, and a little milk to dissolve the tea. Then both the shakes and the sodas were made in the usual manner. From two to three teaspoons full of instant tea was used according to the desired strength

and the size of the glass. When tea ice cream is not available, vanilla ice cream may be used as it blends well with the tea flavor.

The introduction of tea as a flavoring for the above products should be of immense value to the tea industry not only in extending the use of tea, but in making tea more available to the younger group (individuals under fifteen years of age made up over 30% of the population) who naturally like these products. Its use should be more valuable than that of coffee, since instant tea may also be made into green and Oolong instant which will offer a greater variety of flavors than coffee. Tea as a flavor should be much cheaper. Like coffee, tea contains caffeine and there is a natural mild lift in all of these products.

Automation plus . . .

The Automatic Merchandising Association's 14th Annual Convention in late September pointed up the revolutionary advances in vending. But a more concrete indication was available when the first fully automated vending cafeteria was opened in Miami Beach. The cafeteria, at the Bert-Lane Co., has a battery of vending machines capable of serving hot platters with a menu selection of 60 dishes. Included are bread and pastry venders; fresh-brew coffee units; soda machines; even a currency changer for \$1 to \$5 bills. In short, the vended works!

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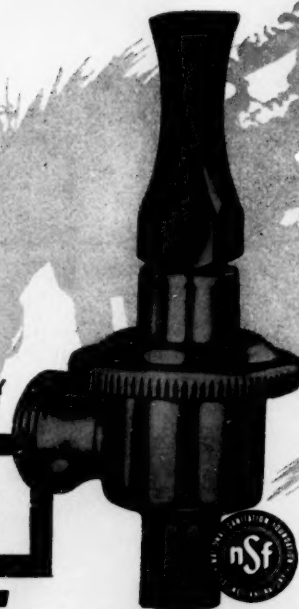
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MEMBER—TEA ASSOCIATION OF THE U.S.A.

Jaramillo comments on a continuing trade problem

In a letter to John F. McKiernan, president of the National Coffee Association, Arturo Jaramillo, general manager of the National Federation of Coffee Growers of Colombia, last month appealed for an alerting of that group's membership to a "grave and growing crisis" of the coffee industry. Jaramillo suggested that they "consider ways in which they can support and extend efforts to recover coffee's traditional share of the U.S. market."

Jaramillo's letter indicated that, "The trend of coffee consumption in the United States causes ever-increasing concern to us as representatives of a producing country, just as we know it does to you as representative of the American Coffee Trade."

"Annual consumption has been stagnant for ten years at under 21 million bags, despite a 15 per cent rise in the civilian population over ten years old. Per capita consumption has fallen three pounds, or more than 12 per cent, during the period. Part of the drop results from lower consumption per coffee-drinker but part also from the fact that a smaller percentage of the population is drinking coffee regularly."

"All of this has occurred at a period of high prosperity in the United States. People have had the money not only to maintain but to increase their consumption. If they have bought less, as they have, it can only be because we in the coffee industry have failed to promote our excellent and highly appreciated product as aggressively as other salesmen who are competing for the consumer dollar."

"I know that you personally feel as strongly as I do on this matter. Specifically, you have frequently stressed that young consumers form an increasingly important segment of our potential market, and that this in turn calls for promotion aimed at increasing their rate of coffee drinking as well as emphasis on proper brewing methods."

"The importance of this aspect has become more apparent during the past year. During previous years, cups per person had risen even while consumption per person was falling. Now, however, even cups per person are



R. M. McGarvey, Sr., (l.) board chairman, and Henry Atwood, president, McGarvey-Atwood Coffee Co., inspect the package for their new product. The coffee, blended expressly for the midwestern market, is packaged in an attractive red-and-gold can. It is the first product to be merchandised over the McGarvey-Atwood label.



Canada is the latest country to open a tea center. The new facilities, in Toronto, were officially opened recently under the auspices of Brooke Bond, Ltd. In the picture, Harold Keen, president, Brooke Bond Canada, Ltd., presents an 18th century tea caddy to Toronto Mayor Nathan Phillips at the center's formal opening.

declining, to 2.77 daily last year as against 2.94 a year earlier.

"I feel that the decline in the average cup consumption is a logical consequence of what went before. Over-extraction and watering, unfortunately encouraged by members of the trade who claimed in their advertising that their brands were stronger and gave more cups per pound, brought a deterioration in beverage quality. We are now reaping the fruits of this policy in the decline in the number of cups per person.

"I believe you showed a realistic understanding of this situation and took a major step towards correcting it when you persuaded many of your members to print brewing instructions on every can. But we must do a great deal more, and do it quickly.

"I for my part have been urging my colleagues of the

Brazil turns to music . . .

The Brazilian Coffee Institute has enlisted the aid of Johann Sebastian Bach's music to convince the world it should drink coffee. The "Coffee Cantata," written in 1737 was recently revived in a Brazilian concert, accompanied by reams of publicity.

producing countries to increase promotion contributions. It is more than two years since I first publicly pledged Colombia to give a dollar per bag. This offer has been renewed frequently, and specifically at a recent meeting of the International Coffee Agreement. Such an assessment would mean a budget of more than twenty million dollars a year for the promotion committee to push coffee sales in the United States.

"To achieve maximum results, however, from current and projected promotion campaigns, we feel they should be supported actively by the National Coffee Association and particularly by its members in their own advertising, since all of them stand to lose or to benefit in the same way as do the producing countries.

"At various times of past crisis, the Association has generously recognized our common involvement and our common obligation to maintain a sound coffee industry. It is in this perspective that I appeal to you to alert your members to this grave and growing crisis, and ask them to consider ways in which they can support and extend our substantial effort at least to recover coffee's traditional share in the United States market."

DECEMBER, 1960



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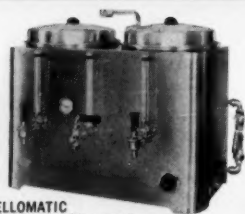
Green Coffee

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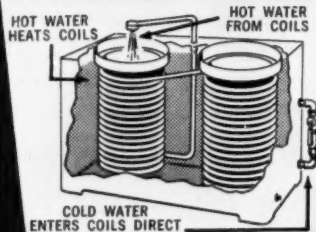
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GREEN COFFEE ASSN. OF N.Y.C.
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MELLOMATIC
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WESTERN URN MANUFACTURING CO

Tea Pickings

A review of recent notes of interest to the tea trade compiled from both AMERICAN and OVERSEAS sources.

■ ■ Mr. B. C. Ghose speaking at the 45th annual meeting of the Indian Tea Planter's Association warned that ground was being lost to other tea producing countries. Ghose called for action to produce overseas sales of Indian tea. He recalled that the Export Promotion Committee had declared in 1957 that with appropriate steps India's exports could be increased immediately to well above the target for the end of the second-five year plan, adding that while other industries had export promotion councils the tea industry had none. The committee had recommended that export duties should be kept low and not be changed too often, also that there should be a refund of export duties and sales tax at a flat rate. Tea did not enjoy these privileges although three-quarters of India's export duty earnings are derived from tea. If export of tea, the leading foreign exchange earner, was to be increased there was no room for retention of the export duty.

Mr. Ghose summed up with the following suggestions: (a) that the Indian government set up a strong export promotion council with wide financial powers to promote Indian tea in its traditional and potential markets abroad; (b) that a country-wide campaign through suitable agencies should be started in the

United Kingdom to popularize Indian tea; (c) export duties should be abolished forthwith and tax should be levied not on exports but on production; (d) packet tea firms in Europe should be given an incentive to pack Indian tea in their blends by giving them a rebate towards promotional expenses.

■ ■ The Chinese Nationalist Government on Formosa reports that concerted efforts are being undertaken to improve the quality of tea being produced, to increase production, and to lower costs of the commodity. To accomplish this, the government is assigning additional technical personnel to various plantations in order to educate growers on new agricultural techniques and scientific management. Distribution is also being made of additional quantities of fertilizer and other needed chemicals. In addition the government is distributing a better variety of young tea bush for replacement purposes. Net aim of the government's campaign is "to supply world markets with more tea of better quality and at a price more consistent with existing competitive levels."

■ ■ London's Tea and Rubber Mail reports the arrival of the first offerings of Peruvian tea on the London



"WHICH AIRLINE SERVES A GOOD CUP OF COFFEE?"

COFFEE & TEA INDUSTRIES and The Flavor Field

market. Despite the fact that this initial offering was a small one it is indicative of Peru's desire to become a competitive producer of tea in the world market.

■ ■ London's Financial Times reporting on Brooke Bond and Co., in-

dicates that during the past year that company held its position as the leading packet tea firm in the United Kingdom, still the most important tea market in the world. In addition the report states that the company racked up a useful increase in profits from the Canadian market.

Everybody who's anybody serves COFFEE in the mornings



Moved to a new house?

Ask your neighbours in for morning coffee! Nothing like that welcoming coffee aroma to make a visitor welcome. Coffee's the sign of an elegant home.

Coffee becomes a status symbol in England

The Coffee Publicity Association of England has announced an advertising program intended to influence the non-coffee drinking Briton to serve coffee in the home.

The campaign is based on the findings of the association's advertising agency, Erwin-Wasey. The latter first initiated a motivation research study which showed that to many "tea drinkers" coffee was regarded as stronger, richer, more cloying than tea, and therefore less easy to drink a lot of. A series of advertisements was thus conceived which were designed to make coffee more domestic and friendly for the consumer.

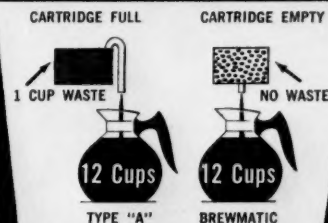
As announced in Coffee Trade News, organ of the C.P.A., the campaign was initiated in the September issue of Women's Realm. It will continue for a period of 31 weeks until the end of April, 1961. Net readership covered by the magazines which will use the advertising is an estimated 12,314,000 women. There will be 53 insertions giving housewives up and down the country an average of 15 opportunities to see these striking advertisements with the slogan "Everybody who's anybody serves COFFEE in the mornings".

They will urge the women of Britain to take fragrant steaming coffee whenever they feel the need of a lift. "It's good for elevenses, good at night, and simply marvellous for breakfast. It's so easy to make . . . COFFEE—the drink that makes friends."

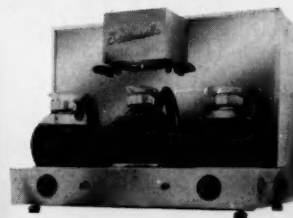
The Coffee Publicity Association has announced that a target of 1-million bags of coffee has been set as a consumption goal in the British Isles, this year.

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with the Brewmatic . .



.. It takes One Less Cup
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12 Cups You Brew



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In The World

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are you certain that key personnel in your organization will have copies of Coffee and Tea Industries for their own use. If these men can save you time and effort by using the information contained in this magazine (it's our bet that they can) then you have saved money by subscribing in their name. Why not do it now?

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Pacific Coast Coffee Association fights state import tax

The PCCA Taxation Committee is rounding up support for a battle against state tax assessments on imported raw materials. Committee members are Robert C. Powell, president of the Pacific Coast Coffee Association; Andrew G. Glover, Mannings Coffee Co., chairman of the Committee; Rodger Baker, Safeway; W. L. Curely, Hills Bros.; H. F. Gavigan, B. C. Ireland; J. C. Lucas, J. A. Folger & Co.; M. Rosen, MJB; and T. L. Lund, Farmer Bros. The group with attorney Leland B. Groezinger, met recently with the California State Chamber's Tax Committee's subcommittee on Personal Property Taxation.

Mr. Groezinger explains the background of the issue as follows. Traditionally, in accordance with provisions of the U. S. Constitution, no state has levied taxes on imported materials as long as they were stored in their original containers or remained in their original raw state. This practice continued in effect until Feb. 24, 1959, when a U. S. Supreme Court ruling changed the interpretation of the provision. The attorney noted that in two proceedings, one involving iron ore and the other plywood veneers, the Court ruled the imports, even though in their original state, were irrevocably committed to manufacturing and constituted part of the manufacturers' day to day supply. This opened the way for the two states involved, Ohio and Wisconsin, to levy personal property taxes on imports. Assessors in California were quick to follow their lead, he said, and last year, for the first time, roasters in San Francisco and Los Angeles were assessed taxes on coffee supplies, even though the import was still in its original bag.

Mr. Powell, the PCCA president, emphasized that although the coffee industry has taken the lead, the problem affects all imports of raw materials, including cocoa, spices, crude oil, raw wool, tin, rubber, etc. Mr. Glover pointed out that a number of states, including Louisiana and New Jersey, lost no time in passing corrective amendments which put the tax assessment back on the traditional basis. This means, he said, a coffee roaster in San Francisco or Los Angeles, who must pay a sizeable personal property tax each year can't compete with a roaster in New Orleans who doesn't pay a similar tax. He pointed out that the profit margin on a pound of coffee is a fraction of a cent. But personal property taxes, assessed in California on the first Monday of each March, are considerable. He estimates coffee inventories average about 500,000 bags, valued at \$30 million. The tax bill on this would be about \$1 million. To correct the situation in California, the State Constitution would have to be changed—and the earliest date for balloting, if approved by two-thirds of both houses, would be November 1962. Both Mr. Powell and Mr. Glover emphasized that (1) the industry is not asking for anything new . . . they merely want a return to past practices, and (2) the issue affects directly or indirectly all elements of the trade field, from importers to steamship lines and stevedoring companies.



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A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

ABBREVIATIONS FOR LINES

Ahl Trans Car—Ahlmann Trans Caribbean Line
 Alcoa—Alcoa Steamship Co.
 Af-Pac—African Pacific Line
 Am-Exp—American Export Lines
 Am-Pres—American President Lines
 Am-Rep—American Republics Line
 Am-W Afr—American-West African Line
 B-Afr—Belgian African Line
 Barb-Wn—Barber Wilhelmsen Line
 Barb-Frn—Barber-Fern Line
 Barb-W Afr—Barber-West African Line
 Baron—Baron Line
 Bl-Dia—Black Diamond Steamship Co.
 Bl-Star—Black Star Line Ltd.
 Brodin—Brodin Line
 Carib—Caribbean Central American Line
 Col—Columbus Line
 Coldemar—Coldemar Line
 Cubamex—Cubamex Line
 Cunard—Brocklebanks' Cunard Service
 Daido—Daido Line
 Delta—Delta Line
 Dodero—Dodero Lines
 Eld-Dem—Elder Dempster Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farrell Lines
 Grace—Grace Line
 Granco—Grancolombiana (New York), Inc.
 Gulf—Gulf & South American Steamship Co., Inc.
 GWA—Gulf West Africa Line
 Hellenic—Hellenic Lines Ltd.

Hansa—Hansa Line
 Hoegh—Hoegh Lines
 Hol-Pan—Holland-Pan-American Line
 Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 JavPac—Java Pacific Line
 K Line—Kawasaki Kisen Kaisha, Ltd.
 Lawes—Lawes Shipping Co., Inc.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mamenic Line
 Nedlloyd—Nedlloyd Line
 Nopal—Northern Pan-American Line
 Norton—Norton Line
 O-M-E—Orient Mid-East Lines
 PacFar—Pacific Far East Line, Inc.
 Pac-Rep—Pacific Republics Line
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—American Pioneer Line
 PTL—Pacific Transport Lines, Inc.
 R Neth—Royal Netherland Steamship Co.
 Robin—Robin Line
 Scindia—Scindia Steam Navigation Co., Ltd.
 SCross—Southern Cross Line
 Sev-Stars—Seven Stars (Africa) Line
 Swed-Am—Swedish American Line
 Torm—Torm Lines
 Ufruit—United Fruit Co.
 Wes-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

ABBREVIATIONS FOR PORTS

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Ch—Chicago
 Chsn—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gf—Gulf Ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jx—Jacksonville
 LA—Los Angeles
 Mo—Mobile
 MI—Montreal
 NO—New Orleans
 NY—New York
 NN—Newport News
 Nf—Norfolk
 Pa—Philadelphia
 Po—Portland
 PS—Puget Sound
 Sa—Savannah
 SD—San Diego
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver

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Angra dos Reis

12/11 Mormaclark	Am-Rep	NY12/27	Bo12/30	Pal2/31	Bal/2	Nf1/3	12/19 Del Sol	Am-Rep	Jx1/16	NY1/20	Bo1/23	Pal/25	Bal/27
12/14 Svenskund	Norton	NY12/30	Bo1/4	Pal/6	Bal/7		12/19 Nordglint	Delta	N0/10	Ho1/18			
12/15 Mormaswan	Am-Rep	NY1/6	Bo1/9	Pal/11	Bal/12	Hal/13	12/21 Panama	Nopal	N01/4	Ho1/7			
12/18 Mormacteal	Am-Rep	Bal/5	Pal/7	NY1/8	Bo1/11		12/24 Mormacpride	Lloyd	N01/8	Ho1/13			
12/21 Nordglint	Nopal	N01/4	Ho1/7				12/26 Del Sud	Delta	N01/11	Ho1/18			
12/22 Del Sol	Delta	N01/10	Ho1/14				12/27 Haiti	Lloyd	N01/18				
12/29 Mormacpride	Am-Rep	Pal2/5	Jx1/1	NY1/20	Bo1/23	Bal/27	12/27 Trader	Nopal	N01/23	Ho1/16			
12/29 Trader	Nopal	N01/13	Ho1/16				12/28 Mormacwren	Am-Rep	NY1/17	Bo1/20	Pal/22	Bal/24	Nf1/25
1/2 Mormacwren	Am-Rep	NY1/17	Bo1/20	Pal/22	Bal/24	Nf1/25	12/29 Skogland	Brodin	Bal/17	Nf1/17	NY1/19	Pal/21	Bo1/23
1/2 Brodin	Brodin	Nf1/17	Bal/17	NY1/19	Pal/21	Bal/23						StJol/25	
						StJol/25	1/2 Del Aires	Delta	N01/23	Ho1/27			
1/5 Del Aires	Delta	N01/23	Ho1/27				1/3 Ravensberg	Col	NY1/24	Bo1/27	Pal/29	Bal/31	
1/12 Del Oro	Delta	N01/30	Ho2/3				1/4 Para	Nopal	N01/31	Ho2/3			
1/17 Para	Nopal	N01/31	Ho2/3				1/7 Canada	Lloyd	NY1/27				
1/21 Itajai	Brodin	Nf2/4	Ba2/4	NY2/6	Pa2/8	Bo2/10	1/9 Del Oro	Delta	N01/30	Ho2/3			
						StJol/12	1/9 Bonavista	Col	NY1/30	Bo2/1	Pa2/3	Ba2/4	
							1/16 Del Mar	Delta	N02/1	Ho2/8			
							1/16 Itajai	Brodin	Ba2/4	Nf2/4	NY2/6	Pa2/8	Bo2/10
							1/17 Chile	Lloyd	NY2/5				StJol/12
							1/27 Uruguay	Lloyd	NY2/16				
							1/30 Del Norte	Delta	N02/15	Ho2/22			

Paranagua

12/10 Mormaswan	Am-Rep	Jx1/2	NY1/6	Bo1/9	Pal/11	Bal/12
12/10 Bow Santos	Col	NY12/29	Bal/3	Bal/4	Bo1/6	StJol/7
12/11 Svenskund	Norton	NY12/30	Bo1/4	Pal/6	Bal/7	
12/12 Del Norte	Delta	N012/28	Ho1/4			
12/14 Mormacgulf	Pac-Rep	LAL/10	SF1/13	Val/23	Sel/24	Pol/26
12/15 Mormacteal	Am-Rep	Bal/5	Pal/7	NY1/8	Bo1/11	Hal/13
12/16 Lia	Brodin	Nf1/4	Bal/4	NY1/6	Pal/8	Bo1/10
12/17 Guatemala	Lloyd	NY1/5				StJol/12
12/18 Castillo	Col	NY1/9	Pal/11	Bal/12	Bo1/14	StJol/15
12/19 Mormactern	Am-Rep	NY1/9	Bo1/12	Pal/14	Bal/16	Nf1/17

Rio de Janeiro

12/10 Brasil	Lloyd	NY12/27
12/12 Mormaclark	Am-Rep	NY12/27
12/14 Svenskund	Norton	NY12/30
12/15 Del Norte	Delta	Bo1/4
12/15 Bow Santos	Col	Pal/6
12/17 Mormacswan	Am-Rep	Bal/7
12/20 Guatemala	Lloyd	N012/28
12/20 Mormacteal	Am-Rep	Ho1/4
		NY12/29
		Pal/3
		Bal/4
		Bo1/6
		StJol/7
		Jx1/2
		NY1/6
		Bo1/9
		Pal/11
		Bal/12
		Bal/5
		Pal/7
		NY1/8
		Bo1/11
		Hal/13



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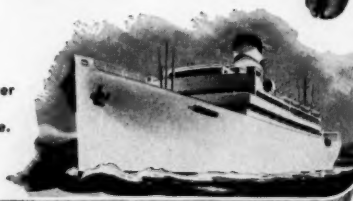
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NEW YORK
17 Battery Place

NEW ORLEANS
Queen & Crescent Bldg.

12/21	Antonina	Brodin	Nf1/4 Bal/4 NY1/6 Pal/8 Bol/10 StJol/12
12/22	Nordglint	Nopal	N01/4 Hol/7
12/23	Del Sol	Delta	N01/10 Hol/14
12/24	Mormactern	Mormac	NY1/9 Bol/12 Pal/14 Bal/16 Nf1/17
12/24	Cap Castillo	Col	NY1/9 Pal/11 Bal/12 Bol/14 StJol/15
12/25	Panama	Lloyd	N01/8 Hol/13
12/29	Del Sud	Delta	N01/11 Hol/18
12/30	Haiti	Lloyd	N01/18
12/31	Mormacpride	Am-Rep	Jx1/16 NY1/20 Bol/23 Pal/25 Bal/25
1/3	Mormacwren	Am-Rep	NY1/17 Bol/20 Pal/22 Bal/24 Nf1/25

Santos

12/10	Mormaclark	Am-Rep	Bol2/30 Pal2/31 Bal/2 Nf1/3
12/12	Mormacguif	Pac-Rep	LA1/10 SF1/13 Val/23 Sel/24 Pol/26
12/13	Svenskund	Norton	NY12/30 Bol/4 Pal/6 Bal/7
12/13	Bow Santos	Col	NY12/29 Pal/3 Bal/4 Bol/6 StJol/7
12/13	Mormacswan	Am-Rep	Jx1/2 NY1/6 Bol/9 Pal/11 Bal/12
12/14	Del Norte	Delta	N012/28 Hol/4
12/17	Mormactael	Am-Rep	Bal/5 Pal/7 NY1/8 Bol/11 Hal/13
12/18	Antonina	Brodin	Nf1/4 Bal/4 NY1/6 Pal/8 Bol/10 StJol/12
12/19	Guatemala	Lloyd	NY1/5
12/20	Nordglint	Nopal	N01/4 Hol/7
12/20	Cap Castillo	Col	NY1/9 Pal/11 Bal/12 Bol/14 StJol/15
12/21	Del Sol	Delta	N01/10 Hol/14
12/23	Panama	Lloyd	N01/8 Hol/13
12/23	Mormactern	Am-Rep	NY1/9 Bol/12 Pal/14 Bal/16 Nf1/17
12/28	Del Sud	Delta	N01/11 Hol/18
12/28	Mormacpride	Am-Rep	Pa12/5 Jx1/16 NY1/20 Bol/23 Bal/27
12/28	Trader	Nopal	N01/13 Hol/16
12/29	Haiti	Lloyd	NY1/18
12/31	Mormacwren	Am-Pres	NY1/17 Bol/20 Pal/22 Bal/24 Nf1/25
12/31	Skogland	Brodin	Nf1/17 Bal/17 NY1/19 Pal/21 StJol/23 Nf1/17 StJol/25

1/4	Del Aires	Delta	N01/23 Hol/27
1/6	Ravensberg	Col	NY1/24 Bol/27 Pal/29 Bal/31
1/9	Canada	Lloyd	NY1/27
1/11	Del Oro	Delta	N01/30 Ho2/3
1/12	Cap Bonavista	Col	NY1/30 Bo2/1 Pa2/3 Ba2/4
1/16	Para	Nopal	N01/31 Ho2/3
1/16	Burg	Col	NY2/5 Pa2/8 Ba2/9 Bo2/12 StJol/13
	Sparrenberg		
1/18	Del Mar	Delta	N02/1 Ho2/8
1/19	Chile	Lloyd	NY2/5
1/19	Itajai	Brodin	Nf2/4 Ba2/4 NY2/6 Pa2/8 Bo2/10 StJol/12
1/29	Uruguai	Lloyd	NY2/16
2/1	Del Norte	Delta	N02/15 Ho2/22

Victoria

12/11	Del Norte	Delta	N012/26 Ho2/30
12/23	Nordglint	Nopal	N01/4 Hol/7
12/26	Del Sol	Delta	N01/10 Hol/14
12/26	Panama	Lloyd	N01/8 Hol/13
12/31	Trader	Nopal	N01/13 Hol/16
1/8	Del Aires	Delta	N01/23 Hol/27
1/15	Del Oro	Delta	N01/30 Ho2/3
1/19	Para	Nopal	N01/31 Ho2/3

COLOMBIA

Buenaventura

12/11	Cd de Guayaquil	Granco	Ho12/18 N012/21
12/11	Cd de Cuenco	Granco	Ho12/17 N012/21
12/13	Sunhill	Granco	LA12/23 SF12/27 Val/9
12/14	Shipper	Gulf	Ho12/22 N012/27
12/14	Santa Maria	Grace	NY12/21
12/15	Jytte Skou	Granco	Ha12/26 Bol/13
12/16	Cd de Pasto	Granco	Ba12/22 Pal/23 NY12/25
12/20	Cecilia	Grace	NY12/27
12/24	Banker	Gulf	Ho1/2 N01/7
1/3	Santa Adela	Grace	LA1/2 SF1/15 Sel/27
1/4	Farmer	Gulf	Ho1/12 N01/17
1/23	Santa Juana	Grace	LA2/1 SF2/3 Po2/8 Se2/10

ECUADOR

Guayaquil

12/10	Santa Teresa	Grace	NY12/19 Ba12/21 Pa12/27
12/11	Santa Maria	Grace	NY12/21
12/17	Santa Cecilia	Grace	NY12/27

ship sailings

CUBA

Havana

12/15	Magdalena	Cubamex	NY12/19
12/28	Luciana	Cubamex	NY1/16
1/25	Luciana	Cubamex	NY1/2
1/12	Magdalena	Cubamex	NY1/30

GUATEMALA

Pt. Barrios

12/16	Karl Christian	Carib	NY12/24
12/30	Mataura	Carib	NY1/8
1/14	Karl Christian	Carib	NY1/22

HONDURAS

Belize

12/18	Karl Christian	Carib	NY12/24
1/2	Mataura	Carib	NY1/8
1/17	Karl Christian	Carib	NY1/22

Pt. Cortes

12/13	Karl Christian	Carib	NY12/24
12/27	Mataura	Carib	NY1/8
1/10	Karl Christian	Carib	NY1/22

NICARAGUA

Corinto

12/10	Alida Gorthon	Mam	NY12/21
12/12	Managua	Mam	Ho12/21 N012/26
12/31	Degero	Mam	NY1/12
1/3	El Salvador	Mam	Ho1/12 N01/17

La Libertad

12/28	Degero	Mam	NY1/12
12/30	El Salvador	Mam	Ho1/12 N01/17

La Union

12/10	Managua	Mam	Ho12/21 N012/26
12/29	Degero	Mam	NY1/12
1/1	El Salvador	Mam	Ho1/12 N01/17


San Juan Del Sur

12/11	Alida Gorthon	Mam	NY12/21
12/13	Managua	Mam	Ho12/21 N012/26
1/2	Degero	Mam	NY1/12
1/4	El Salvador	Mam	Ho1/12 N01/17

MEXICO

Tampico

12/13	Luciana	Cubamex	NY1/2
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Tampico (Continued)

1/6	Magdalena	Cubamex	NY1/16
1/20	Luciana	Cubamex	NY1/30

Vera Cruz

12/19	Luciana	Cubamex	NY1/2
12/31	Magdalena	Cubamex	NY1/6
1/16	Luciana	Cubamex	NY1/30

AFRICA

ANGOLA

Lobito

12/11	Steenstraete	B-Afr	NY12/27
12/18	Lusambo	B-Afr	NY1/12

Luanda

12/12	Steenstraete	B-Afr	NY12/27
12/15	Branco	Nopal	N01/13
12/24	Del Valle	Delta	N01/16
12/27	Lusambo	B-Afr	NY1/12
12/27	Afr Pilot	Farrell	NY1/19
12/28	Vibeke Gulwa	Nopal	N02/25
1/3	Afr Dawn	Farrell	NY2/2
1/22	Del Alba	Delta	N02/15
1/27	Jessie Gulwa	Nopal	N02/27
2/13	Del Santos	Delta	N03/9

BELGIAN CONGO

Matadi

12/10	Branco	Nopal	N01/13
12/12	Lusambo	B-Afr	NY1/12
12/16	Afr Pilot	Farrell	NY1/19
12/21	Hartvig	Maersk	NY2/1 LA2/26 SF2/28
12/21	Vibeke Gulwa	Nopal	N02/5
12/22	Del Valle	Delta	N01/16
1/5	Afr Dawn	Farrell	NY2/2
1/20	Del Alba	Delta	N02/15
1/22	Jessie	Nopal	N02/27
2/11	Del Santos	Delta	N03/9

FRENCH CAMEROUNS

Douala

12/10	Afr Pilot	Farrell	NY1/19
12/11	Ferngrove	Am-WAfr	USA1/5
12/23	Tatra	Am-WAfr	USA1/15
1/2	Vigrid	Sev-Stars	NY1/22 Pa1/26 Ba1/27 N1/28
1/2	Hartvig	Maersk	NY2/1 LA2/26 SF2/28
1/12	Fernfiord	Am-WAfr	USA2/15
1/23	Clio	BI-Star	NY2/13 Pa2/15 Ba2/16 N12/17

FRENCH SOMALILAND

Djibouti

1/7	Sarangani	JavPac	NY1/27 LA2/13 SF2/17 Po2/23 Se2/27
			Va3/2
1/7	Exchange	Am-Exp	Bo1/29 NY1/31 Pa2/4 HR2/6 Chsn2/10
			Ba2/12
1/7	Steel Chemist	Isthmian	N02/6
1/8	Suzanne	Isthmian	Bo1/29 NY1/30
1/27	Steel Admiral	Isthmian	Bo2/15 NY2/16
2/5	Lawak	JavPac	NY2/27 LA3/15 SF3/19 Po3/25 Se3/28
			Va4/2
2/7	Steel Navigator	Isthmian	N03/9
2/8	Steel Flyer	Isthmian	Bo2/27 NY2/28

ship sailings

GHANA

Takoradi

12/18	Ferngrove	Am-WAfr	USA1/5
12/30	Branco	Nopal	N01/13
12/30	Tatra	Am-WAfr	USA1/15
1/4	Vigrid	Sev-Stars	NY1/22 Pa1/26 Ba1/27 N1/28
1/10	Hartvig	Maersk	NY2/1 LA2/26 SF2/28
1/19	Vibeke Gulwa	Nopal	N02/5
1/19	Fernford	Am-WAfr	USA2/5
1/26	Clio	BI-Star	NY2/13 Pa2/15 Ba2/16 N12/17
2/11	Jessie Gulwa	Nopal	N02/27

IVORY COAST

Abidjan

12/10	Tana	Am-WAfr	USA12/31
12/15	Kirsten	Maersk	NY1/1 LA1/26 SF1/28
12/19	Afr Glade	Farrell	NY1/5
12/22	Frengröve	Am-WAfr	USA1/5
12/28	Branco	Nopal	N01/13
12/31	Del Valle	Delta	N01/16
1/3	Tatra	Am-WAfr	USA1/15
1/7	Afr Pilot	Farrell	NY1/19
1/8	Vigrid	Sev-Stars	NY1/22 Pa1/26 Ba1/27 N1/28
1/15	Hartvig	Maersk	NY2/1 LA2/26 SF2/28
1/15	Vibeke Gulwa	Nopal	N02/5
1/16	Afr Dawn	Am-WAfr	NY2/2
1/22	Fernford	Am-WAfr	USA2/5
1/30	Clio	BI-Star	NY2/13 Pa2/15 Ba2/16 N12/17
1/30	Del Alba	Delta	N02/15
2/7	Jessie Gulwa	Nopal	N02/7
2/21	Del Santos	Delta	N03/9

KENYA

Mombasa

12/14	Robin Hood	Robin	Bo1/12 NY1/14
12/26	Afr Lightning	Farrell	Bo2/2 NY2/4
12/28	Kaneshima Maru	Baron	NY1/30
12/29	Robin Locksley	Robin	Bo1/27 NY1/29
12/30	Sarangani	JavPac	NY1/27 LA2/13 SF2/17 Po2/23 Se2/27 Va3/3
1/9	Afr Planet	Farrell	Bo2/16 NY2/18
1/27	Okishima Maru	Baron	NY3/2
1/31	Lawak	JavPac	NY2/27 LA3/15 SF3/19 Po3/25 Se3/28 Va4/2
2/10	Afr Moon	Farrell	Bo3/20 NY3/22
2/19	Afr Star	Farrell	Bo3/30 NY4/1

MALAGASY

Tamatave

1/9	Robin Gray	Robin	Bo2/8 NY2/9
2/17	Robin Goodfellow	Robin	Bo3/20 NY3/22

MOZAMBIQUE

Beira

12/22	Afr Lightning	Farrell	Bo2/16 NY2/18
1/5	Afr Planet	Farrell	Bo2/16 NY2/18
2/6	Afr Moon	Farrell	Bo3/20 NY3/22
2/15	Afr Star	Farrell	Bo3/30 NY4/1

NIGERIA

Lagos

12/20	Tatra	Am-WAfr	USA1/15
12/25	Vigrid	Sev-Stars	NY1/22 Pa1/26 Ba1/27 N1/28
12/29	Hartvig	Maersk	NY2/1 LA2/26 SF2/28
1/8	Fernford	Am-WAfr	USA2/15
1/16	Clio	BI-Star	NY2/13 Pa2/15 Ba2/16 N12/17

TANGANYIKA

Dar es Salaam

12/25	Sarangani	JavPac	NY1/27 LA2/13 SF2/17 Po2/23 Se2/27 Va3/2
12/26	Kaneshima Maru	Baron	NY1/30
12/30	Sarangani	JavPac	NY1/27 LA2/13 SF2/17 Po2/23 Se2/27 Va3/2
1/3	Afr Lightning	Farrell	Bo2/2 NY2/4
1/17	Afr Planet	Farrell	Bo2/16 NY2/18
1/25	Lawak	JavPac	NY2/27 LA3/15 SF3/19 Po3/25 Se3/28 Va4/2
1/25	Okishima Maru	Baron	NY3/2
2/18	Afr Moon	Farrell	Bo3/20 NY3/22
2/18	Afr Star	Farrell	Bo3/30 NY4/1

Tanga

12/11	Robin Hood	Robin	Bo1/12 NY1/14
12/27	Sarangani	JavPac	NY1/27 LA2/13 SF2/17 Po2/23 Se2/27 Va3/2
1/1	Afr Lightning	Farrell	Bo2/2 NY2/4
1/15	Afr Planet	Farrell	Bo2/16 NY2/18
1/27	Lawak	JavPac	LA3/15 SF3/19 Po3/25 Se3/28 Va4/2
2/16	Afr Moon	Farrell	Bo3/20 NY3/22
2/19	Afr Star	Farrell	Bo3/30 NY4/1



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ship sailings

ASIA

INDIA

Calcutta

12/10	Steel Surveyor	Isthmian	N01/16				
12/21	Steel Chemist	Isthmian	N02/6				
12/21	Exchange	Am-Exp	Bo1/29 NY1/31 Pa2/24 HR2/26 Chsn2/10				
1/8	Exemplar	Am-Exp	Bo1/21 NY2/14 Pa2/17 HR2/19 Chsn2/23 Ba2/27				
1/10	Steel Director	Isthmian	N02/17				
1/20	Steel Navigator	Isthmian	N03/9				

Cochin

12/13	Jaladharti	Scindia	Bo1/9 NY1/10 Pa1/12 Ba1/13 Nf1/14 Sal/16 N01/19 Ho1/21 Ga1/23				
12/16	Polk	Am-Pres	NY1/23 Bo1/27 Pa1/30 HR1/31				
12/17	Exhibitor	Am-Exp	Bo1/12 NY1/14 Pa1/17 HR1/19 Chsn1/23 Ba1/27				
12/19	City of Ottawa	Ell-Buck	Bo1/15 NY1/17 Pa1/19 Nf1/21 Ba1/23				
12/20	City of Bedford	Ell-Buck	Ha1/13				
12/26	Laura	Maersk	NY1/23				
1/1	Suzanne	Isthmian	Bo1/29 NY1/30				
1/2	Steel Chemist	Isthmian	N02/6				
1/2	Exchange	Am-Exp	Bo1/29 NY1/31 Pa2/4 HR2/6 Chsn2/10 Ba2/12				
1/3	Silverstream	Hoegh	Ha1/31 Bo2/2 NY2/4 Pa2/7 Ba2/8 Nf2/9 Ho2/16 N02/18				
1/5	Jackson	Am-Pres	NY2/7 Bo2/11 Pa2/13 Ba2/14 HR2/15				
1/9	Anna	Maersk	NY2/6				
1/14	Jaladhan	Scindia	Bo2/10 NY2/11 Pa2/14 Ba2/15 Nf2/16 Ga2/18 N02/21 Ho2/23 Ga2/25				
1/14	Buchanan	Am-Pres	NY2/16 Bo2/22 Pa2/24 Ba2/25 HR2/27				
1/17	Exemplar	Am-Exp	Bo2/12 NY2/14 Pa2/17 HR2/19 Chsn2/23				
		Isthmian	Bo2/15 NY2/16				
1/21	Steel Admiral						
2/2	Drake	Hoegh	Ha3/2 Bo3/3 NY3/4 Pa3/7 Ba3/8 Nf3/9 Ho3/16 N03/18				
2/2	Steel Navigator	Isthmian	N03/9				
2/2	Steel Flyer	Isthmian	Bo2/27 NY2/28				
3/3	Silverware	Hoegh	Ha3/31 Bo4/2 NY4/4 Pa4/7 Ba4/8 Nf4/9 Ho4/16 N04/19				

INDONESIA

Djakarta

12/12	Anna	Maersk	Ha2/3 NY2/6				
12/15	Howel	Lykes	N02/8 Ho2/14				
12/17	Taft	Am-Pres	LA1/24 NY2/9 Pa2/14 Ba2/15 Bo2/19 HR2/24				
12/29	Steel Admiral	Isthmian	Bo2/15 NY2/16				
1/1	Grant	Am-Pres	LA2/8 NY2/24 Pa3/3 Ba3/4 Bo3/7 HR3/12				
1/2	Hulda	Maersk	NY2/23				
1/11	Steel Flyer	Isthmian	Bo2/27 NY2/28				
1/12	Luna	Maersk	NY3/7				
1/15	Gibbes	Lykes	N03/8 Ho3/14				

JAPAN

Kobe

12/11	Susan	Maersk	SF12/26 NY1/12				
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12/12	Oregon Maru	K Line	NY1/8				
12/13	Garfield	Am-Pres	SF12/27 LA12/30 SD1/6				
12/17	Moor	Pioneer	NY1/12 Ba1/16 Nf1/18 Pa1/20				
12/22	Yamawaka Maru	Yamashita	NY1/17 Pa1/23 Ba1/24 Nf1/26				
12/23	Mist	Pioneer	NY1/17 Ba1/21 Nf1/23 Pa1/25 Bo1/28				
12/26	Maren	Maersk	LA1/11 NY1/26				
12/26	Nevada Maru	K Line	SF1/10 NY1/23				
12/27	Harrison	Am-Pres	SF1/11 LA1/14 SD1/20				
1/3	Wilson	Am-Pres	SF1/17				
1/5	Myth	Pioneer	NY1/31 Ba2/4 Nf2/6 Pa2/8				
1/11	Rita	Maersk	SF1/25 NY2/11				
1/12	Taylor	Am-Pres	SF1/26 LA1/29 SD2/4				
1/14	Main	Pioneer	NY2/9 Ba2/13 Nf2/15 Pa2/17 Bo2/20				
1/15	Hoover	Am-Pres	SF1/28				
1/25	Cleveland	Am-Pres	SF2/8				
1/26	Effie	Maersk	LA2/11 NY2/26				
1/29	Grant	Am-Pres	LA2/8 NY2/24 Pa3/3 Ba3/4 Bo3/7 HR3/12				

Nagoya

12/13	Oregon Maru	K Line	NY1/8				
12/14	Garfield	Am-Pres	SF12/27 LA12/30 SD1/6				
12/23	Yamawaka Maru	Yamashita	NY1/17 Pa1/23 Ba1/24 Nf1/26				
12/27	Nevada Maru	K Line	SF1/9 NY1/23				
12/28	Harrison	Am-Pes	SF1/11 LA1/14 SD1/20				
1/13	Taylor	Am-Pes	SF1/26 LA1/29 SD2/4				
1/30	Johnson	Am-Pes	SF2/14 LA2/16 SD2/20				

Shimizu

12/13	Susan	Maersk	SF12/25 NY1/12				
12/14	Oregon Maru	K Line	NY1/8				
12/15	Garfield	Am-Pres	SF12/27 LA12/30 SD1/6				
12/19	Moor	Pioneer	NY1/12 Ba1/16 Nf1/18 Pa1/20				
12/24	Yamawaka Maru	Yamashita	NY1/17 Pa1/23 Ba1/24 Nf1/26				
12/25	Mist	Pioneer	NY1/17 Ba1/21 Nf1/23 Pa1/25 Bo1/28				
12/28	Maren	Maersk	LA1/12 NY1/27				
12/28	Nevada Maru	K Line	LA1/12 NY1/27				
12/29	Harrison	Am-Pres	SF1/11 LA1/14 SD1/20				
1/7	Myth	Pioneer	NY1/31 Ba2/4 Nf2/6 Pa2/8				
1/13	Rita	Maersk	SF1/25 NY2/11				
1/14	Taylor	Am-Pres	SF1/26 LA1/29 SD2/4				
1/16	Main	Pioneer	NY2/9 Ba2/13 Nf2/15 Pa2/17 Bo2/20				
1/28	Effie	Maersk	LA2/11 NY2/26				
1/31	Johnson	Am-Pres	SF2/14 LA2/16 SD2/20				

Yokohama

12/11	Cleveland	Am-Pres	SF12/23 LA12/29				
12/11	Van Buren	Am-Pres	LA12/23 SD12/30 SF1/2				
12/15	Susan	Maersk	SF12/25 NY1/12				
12/16	Oregon Maru	K Line	NY1/8				
12/17	Garfield	Am-Pres	SF12/27 LA12/30 SD1/6				
12/21	Moor	Pioneer	NY1/12 Ba1/16 Nf1/18 Pa1/20				
12/26	Yamawaka Maru	Yamashita	NY1/17 Pa1/23 Ba1/24 Nf1/26				
12/27	Mist	Pioneer	NY1/17 Ba1/21 Nf1/23 Pa1/25 Bo1/28				
12/30	Nevada Maru	K Line	SF1/9 NY1/23				
12/30	Harrison	Am-Pres	SF1/11 LA1/14 SD1/20				
12/31	Maren	Maersk	LA1/12 NY1/27				
1/5	Wilson	Am-Pres	SF1/17				
1/9	Myth	Pioneer	NY1/31 Ba2/4 Nf2/6 Pa2/8				

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Yokohama (Continued)

1/15	Rita	Maersk	SF1/25 NY2/11
1/16	Taylor	Am-Pres	SF1/26 LA1/29 SD2/4
1/18	Main	Pioneer	NY2/9 Ba2/14 NY2/15 Pa2/17 Bo2/20
1/27	Cleveland	Am-Pres	SF2/8
1/31	Effie	Maersk	LA2/11 NY2/26
2/2	Johnson	Am-Pres	SF2/14 LA2/16 SD2/20
2/15	Chastine	Maersk	SF2/26 NY3/15

PAKISTAN

Karachi

12/11	Coolidge	Am-Pres	NY1/6 Bo1/11 Pa1/13 HR1/16
12/23	Polk	Am-Pres	NY1/23 Bo1/27 Pa1/30 HR1/31
1/13	Jackson	Am-Pres	NY2/7 Bo2/11 Pa2/13 Ba2/14 HR2/15
1/22	Buchanan	Am-Pres	NY2/16 Bo2/22 Pa2/24 Ba2/25 HR2/27

Viet-Nam

12/18	Jackson	Am-Pres	NY2/7 Bo2/11 Pa2/13 Ba2/14 HR2/15
12/21	Hulda	Maersk	NY2/23
12/24	Luna	Maersk	NY3/7
12/30	Chastine	Maersk	SF2/26 NY3/15
12/31	Buchanan	Am-Pres	NY2/16 Bo2/22 Pa2/24 Ba2/25 HR2/27
1/10	Olga	Maersk	NY3/24
1/13	Johannes	Maersk	LA3/13 NY3/28

CEYLON

Colombo

12/12	Jaladharati	Scindia	Bo1/9 NY1/10 Pa1/12 Ba1/13 NY1/14 Sa1/16 N01/19 Ho1/12 Ga1/23
12/15	Steel Surveyor	Isthmian	N01/16
12/17	City of Ottawa	Ell-Buck	Bo1/15 NY1/17 Pa1/19 NY1/21 Ba1/23
12/17	City of Bedford	Ell-Buck	Ha1/13
12/25	Laura	Maersk	Ha1/20 NY1/23
12/30	Exchange	Am-Exp	Bo1/29 NY1/31 Pa2/4 HR2/6 Chsn2/10 Ba2/12
12/30	Suzanne	Isthmian	Bo1/29 NY1/30
12/31	Steel Chemist	Isthmian	N02/6
1/3	Jackson	Am-Pres	NY2/7 Bo2/11 Pa2/13 Ba2/14 HR2/25
1/6	Anna	Maersk	Ha2/3 NY2/6
1/12	Jaladhan	Scindia	Bo2/10 NY2/11 Pa2/14 Ba2/15 NY2/15 Sa2/18 N02/21 Ho2/23 Ga2/25
1/12	Buchanan	Am-Pres	NY2/16 Bo2/22 Pa2/24 Ba2/25 HR2/27
1/15	Steel Director	Isthmian	N02/17
1/19	Steel Admiral	Isthmian	Bo2/15 NY2/16
1/31	Steel Navigator	Isthmian	N03/9
1/31	Steel Flyer	Isthmian	Bo2/27 NY2/28

Trincomalee

12/15	City of Ottawa	Ell-Buck	Bo1/15 NY1/17 Pa1/19 NY1/21 Ba1/23
12/15	City of Bedford	Ell-Buck	Ha1/13

HONG KONG

12/14	Yamawaka Maru	Yamashita	NY1/17 Pa1/23 Ba1/24 NY1/26
12/17	Nevada Maru	K Line	SF1/10 NY1/23
12/18	Maren	Maersk	LA1/12 NY1/27
12/21	Myth	Pioneer	NY1/31 Ba2/4 NY2/6 Pa2/8
12/25	Golden Bear	PacFar	SF1/10 LA1/15
12/26	Fillmore	Am-Pres	LA1/11 NY1/27 Pa1/31 Ba2/1 Bo2/4 HR2/9
12/30	Main	Pioneer	NY2/9 Ba2/13 NY2/15 Pa2/17 Bo2/20
12/30	Wilson	Am-Pres	SF1/17
1/3	Rita	Maersk	SF1/25 NY2/11
1/4	Japan Bear	PacFar	SF1/20 LA1/25
1/8	Gohshu Maru	K Line	SF1/24 LA1/26 NY2/12
1/11	Hoover	Am-Pres	SF1/28
1/18	Effie	Maersk	LA2/11 NY2/26
1/20	Keystone	Mariner	PacFar SF2/5 LA2/11
1/21	Cleveland	Am-Pres	SF2/8
1/23	Grant	Am-Pres	LA2/8 NY2/24 Pa3/3 Ba3/4 Bo3/7 HR3/12
2/5	Chastine	Maersk	SF2/26 NY3/15

Shipping Notes

• Contracts for the construction of six 20-knot freighters were signed recently by Farrell Lines with Ingalls Shipbuilding Corp. The 572-foot vessels will be the longest and fastest in the New York-African trade. Dehumidifying equipment is among the special machinery installed to meet the needs of the African trade. Farrell has also announced the appointment of Smith MacKenzie & Co., Ltd., as the line's agents throughout East Africa with the exception of the port of Tanga which remains under the province of Bird & Co., Ltd.

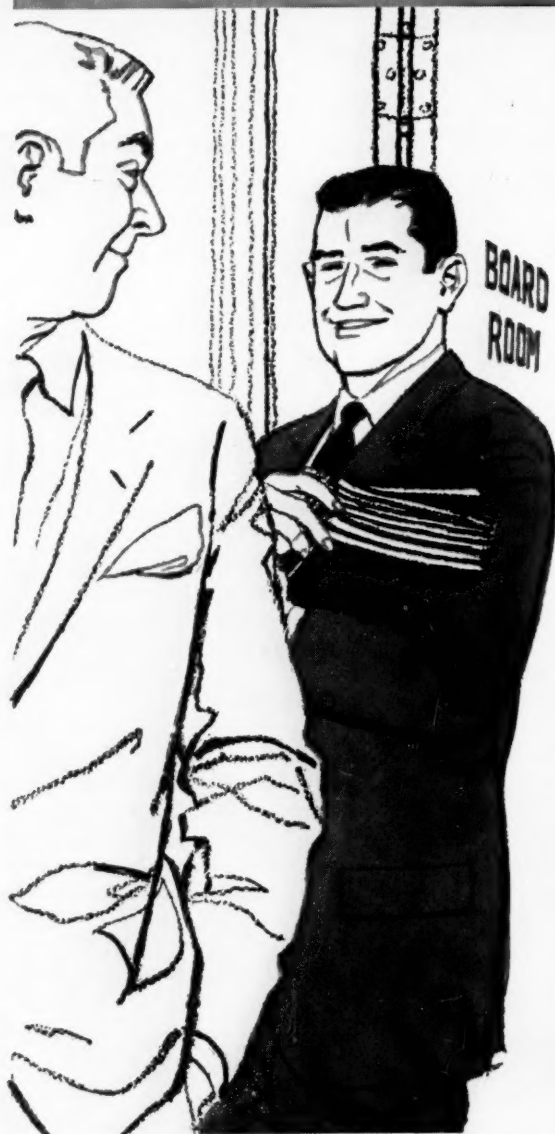
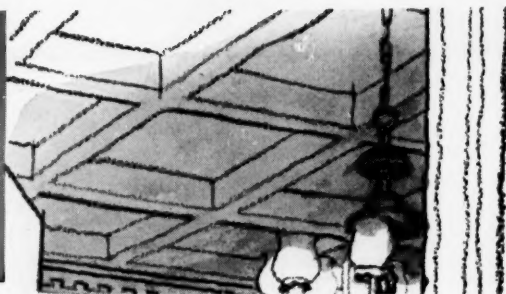
• Orient Mid-East's new motorship Alkman sailed from New York in late November. The maiden voyage will take the ship to the Mediterranean, India, Pakistan, and South East Asia. The 13,460 ton vessel is 517 feet in length, and has a rated speed of 16½ knots. Eagle Ocean Transport, Inc., are New York agents for the line.

IRWIN-HARRISONS-WHITNEY INC.

Tea Importers

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJARKATA (JAVA) • LONDON (ENGLAND)
NAIROBI (AFRICA) • TAIPEI (FORMOSA)

**"We were
taking the plan
for granted"**



"You know, Ed, it's so easy to take these things for granted. I knew we'd put in the Payroll Savings Plan a long time ago. So I just assumed we had a good, sizable number of our employees who were buying U.S. Savings Bonds regularly.

"Well, last week our chairman asked me for the exact figures. When I checked up I found we had less than a third of our people making regular use of the Plan. We needed to have someone explain—in person—the convenience and soundness of this fine thrift program.

"I contacted our State Savings Bonds Director right away. With his quick, friendly help we set up a thorough canvass of everybody on the staff. We found that many of our company family were just waiting to have someone tell them how simple it is to share in this sound, systematic thrift plan. Then the polite suggestion, 'And why not start now?' really did the work. Today we have a participation we're proud of, and we're taking steps to increase it still more, every payday."

Experience of leading companies shows that spreading Payroll Savings information through the organization, person-to-person, results in quick increases in participation. And that brings such welcome benefits as lower employee turnover, better safety records and the keen satisfaction of helping your people to contribute to our Nations Peace Power.



ALL U.S. SAVINGS BONDS—OLD OR NEW—EARN $\frac{1}{2}\%$ MORE THAN BEFORE



COFFEE AND TEA INDUSTRIES



THE U. S. GOVERNMENT DOES NOT PAY FOR THIS ADVERTISEMENT. THE TREASURY DEPARTMENT THANKS, FOR THEIR PATRIOTISM, THE ADVERTISING COUNCIL AND THE DONOR ABOVE.

Regional Trade Notes

New York News

■ ■ The Pan-American Coffee Bureau last month presented Gilbert J. McCurdy, president of one of Rochester, N. Y.'s largest department stores with a newly established award. The presentation of the special sterling silver coffee measure was for an outstanding series of public service advertisements which "recognize and respect human values." Theme of the latest ad placed in Rochester papers by McCurdy & Co., Inc., pictured a husband and wife talking over coffee cups and stressed the importance of good coffee to a successful marriage.

■ ■ The board of governors of the Association of Stock Exchange Firms has elected Wendell W. Witter as president for the coming year. Witter, vice president of Dean Witter & Co., Inc., San Francisco, has been vice president of the association for the past year, and a member of its board of governors since 1957.

■ ■ Earle H. Selby, one of the coffee industry's pioneer developers of instant coffee has joined Coffee Instants, Long Island City, N. Y. as director of sales for both domestic and international operations. As vice president in charge of marketing for the Nestle Co., Selby was responsible for the introduction of instant Nescafe. He has been chairman of the National Coffee Association's Instant Coffee Association's Instant Coffee Committee or the past three years.

■ ■ Dr. E. E. Lockhart, scientific director of the Coffee Brewing Institute, was a featured speaker last month before the International Society of Food Service Consultants, meeting at the School of Hotel Administration of Cornell University in Ithaca, N. Y. Lockhart, speaking before 93 leading food consultants from 16 countries, discussed the proper brewing of coffee in modern coffee-brewing equipment.

■ ■ The American Spice Trade Association has issued its 1960-61 membership roster. The booklet contains the names and addresses of spice brokers and agents, importers and dealers, grinders and processors, and non-resident members.

■ ■ The Green Coffee Association of New York, in late November, distributed ballots to its membership asking that they vote on their wishes in respect to entering into a freighting-contract agreement with the Brazil/U. S.-Canada Freight Conference. Ballots called for agreement or disagreement on entering

into negotiations with the Conference. Those not in the hands of R. A. Sutherland, chairman of the GCA's traffic committee as of December 5th were to be considered as affirmative votes. Those in disagreement with the proposed negotiations were asked to state their reasons for the consideration of the Green Coffee Association's traffic committee.

■ ■ The Pan American Coffee Bureau has announced further expansion of its advertising campaign in Canada. To augment the campaign the Bureau will increase the number of full color pages to appear in weekend newspaper magazines. In addition, a Toronto newspaper is being added to the schedule. Spot radio announcements will also be part of the enlarged campaign.

■ ■ The new consul general of Indonesia in New York, Soesanta Djojosoegito, assumed the duties of that office effective in early November.

■ ■ Eric Feasey has been appointed director of production for Thomas J. Lipton, Inc. A recognized expert on tea Feasey began his career with Lipton in London, England, in 1912. For many years he has supervised tea production for the company. His new responsibilities will include guidance of all Lipton plant operations.



The Tea Council, and Seventeen magazine, last month, introduced the "tea party" to local teenagers. The event, held at the Tea Center, is part of the Council's effort to promote tea drinking among the younger set. In the picture above, Sigana Earle, director of food at Seventeen chats with Glanville Peiris, counsellor of the Embassy of Ceylon, and first vice chairman of the Tea Council, and P. V. Ramaswamy, the Indian Government's tea advisor in the United States.

San Francisco Notes

■ ■ Mr. Joseph S. Atha, president of J. A. Folger & Co., Kansas City and James A. Folger, president of J. A. Folger & Co., San Francisco, jointly announced that the stockholders of the two coffee roasting companies have approved a merger to be effective at the end of the year. Mr. Atha will become chairman of the board of the merged companies and chief executive officer and Mr. Folger will become president of the combined operation. The new board will be composed of the members of both former boards. It was announced there are to be no changes in existing Folger offices or manufacturing facilities.

■ ■ Vernon Aldrich, C. G. Cambron & Co., was away from his desk on a business trip to Mexico and Central American countries during the month of October.

■ ■ Tom Hamilton of Hills Bros. has transferred to the Hills' Edgewater plant. It is understood Tom will become an assistant to Gene Hoelter another former San Franciscan.

■ ■ Safeway Stores, Inc. will add four large new units to the company's big Richmond Distribution Center, at a cost of \$5-million. Construction is to start about April 1, according to an announcement made by Quentin Reynolds, manager of Safeway Stores, San Francisco Retail Division. The new facilities, Reynolds said, will require 275 employees which he translated as an added \$1,750,000 to the present payroll of the Distribution Center. These employees are, however, already on the payrolls of existing Bay Area plants which the new facilities will replace, Reynolds added.

■ ■ Edward Bransten, MJB Company, visited his son-in-law and daughter in Nicaragua recently. Knowing Edward, we assume he inspected the crop conditions of that country.

■ ■ John Roddy, S.F. Pellas Co., has returned to his desk after an extended visit to Brazil and Central American countries.

■ ■ Reuben W. Hills, III, President of Hills Bros. Coffee, Inc., announced the election of Ernest L. Shaw as Vice-President by the Board of Directors. With 31 years of service Ernie has distinguished himself as an authority on coffee as a commodity of world trade. During World War II, he was leader of a technical team assigned to the Quartermaster Corps in the Pacific

which was responsible for setting up portable coffee roasting plants in various areas of operation. Returning in 1946 to Hills Bros. Ernie progressed from the position of coffee buyer to manager of the coffee department in the San Francisco plant. He has traveled to most of the coffee producing regions of the world and has a wide acquaintance in the industry, both at home and abroad. He has served the Pacific Coast Coffee Association as a Director and was President of that organization in 1955.

■ ■ Joseph G. Hooper Jr. Co., publishers in 1959 of the book "The Flow of Coffee in the United States of America" has issued a statistical manuscript "Imports on the Pacific Coast of the United States and Canada of Coffee from Brazil in 1959". The manuscript covers a complete analysis of the movement of coffees from Brazilian ports to the Pacific Coast in 1959. It lists all shippers, importers, vessels and shows percentages of business done by roasters and the green coffee trade importers.

■ ■ Charles I. Hughes, 36 year old Baltimore maritime executive has been named manager of trade promotion for the Port of San Francisco. The appointment was announced by port director, Rae F. Watts, who said Hughes would take over on December 1. Hughes, a onetime professional baseball player in the Detroit chain, will direct a vigorous sales program to increase port tonnage, Watts said. The new appointee, who competed in a nationwide civil service examination for the position, is presently assistant to the foreign traffic manager of the Western Maryland Railroad Co. He is a member of the Propeller Club, the Traffic Clubs of Baltimore and Washington and is active in boys work.

■ ■ Tom Williams, Otis McAllister & Co., and family took a late vacation this year. Tom reports they visited old friends in Los Angeles.

■ ■ The Western States Tea Association held their October monthly meeting at Gino's Restaurant. Featured speaker at the luncheon meeting was Mr. M. P. Kerr, Deputy Director of the Food & Drug Administration for the San Francisco District. Mr. Kerr was also invited to attend the Association's scheduled meeting on November 17th at Gino's where he will discuss further his administration's procedures.

■ ■ At a meeting of the Commodities Committee (Coffee-Sub Committee) and Legislation Committee of the San



"YOU'VE GOT TO DO BETTER THAN THAT, SHAPLEY. WE CAN'T ADVERTISE OUR COFFEE AS EIGHT PERCENT CAFFEINE FREE."

Francisco Area World Trade Association with members of the Pacific Coast Coffee Association Taxation Committee, held October 21st, a "Keep California Competitive Committee" was named to continue the campaign for relief of taxation of imported raw materials in California. Those appointed included, W. L. Curley, Hills Bros. Coffee, Inc. Chairman (Coffee Industry); J. C. Lucas, J. A. Folger & Co. (Coffee Industry); W. A. Ashman, Atkins Kroll & Co., Ltd. (General Importers); J. A. Braun, McCormick & Co., Schilling Div. (Tea and Spice Industry); Norman Richards, Cargill, Inc. (Vegetable Oils and Copra).

■ ■ Calling on the trade in the Pacific Northwest was John Walsh of Anderson Clayton. This being John's first trip to Portland, Seattle and British Columbia, welcomed the opportunity to meet members of the coffee trade.

■ ■ Mr. and Mrs. Steve Gluck, Otis McAllister & Co., welcomed to their household during October a baby girl.

■ ■ Percival D. Boyd, founder of the Boyd Coffee Company of Portland, Oregon at the turn of the century, died on October 21st at the age of 81. The company will be continued by his son, R. P. Boyd, who has been its acting manager during the past several years.

■ ■ Bill Fenerin, manager of the Anderson Clayton offices, San Francisco, was a business visitor to New York in early October. Being a sports authority on baseball and football, Bill just happened to find the time to see the Yankees 10-0 victory over the Pirates in the World Series. For hits, runs and errors, see Bill.

■ ■ The San Francisco Coffee Club's annual Christmas Party was held December 2nd at the Olympic Club, Lakeside, San Francisco. Officers of the club in charge of the arrangements were Chuck Cecil, President; Manny Rosen, Secretary; Bert Fullmer, Bob England, and Warren Kludt, chairman for the festivities.

Chicago Doings

■ ■ As supermarkets struggle for a larger share of customer dollars here, retail coffee prices continue to edge downward.

One of the hottest deals in this market for at least a year was an offer being made by the independent seven unit Pick-N-Save chain.

Pick-N-Save sold the two pound size of Butternut Blend Thomas J. Webb coffee for 89 cents, with the purchase of \$5 or more worth of groceries.

This establishes a new promotional range for the local chain, which recently led the market here in creating a place for the 99 cent price tag on two pound tins of national brand coffees.

Following Pick-N-Save's older offer of a two pound tin of coffee for 99 cents, limit one per customer, two other chains here followed suit on different national coffee brands.

At the new 89 cent price level, Pick-N-Save is selling at 19 cents below cost.

Most retailers here were plugging Webb coffee at cost or slightly above. Prices range from \$1.09 (literally cost price) to \$1.15 during Pick-N-Save's promotion.

Webb has deals running where it offers different allowances on the one and two pound tins of its coffee. Without discounts, cost price on the 12 count shipper of its two pounders is \$16.20 and on the 24 count of one pounders is \$16.56.

Current discounts include: a \$2.40 per case allowance, through December 2; a 48 cent a case advertising allowance based on proof of one ad placed in the period during December 9, and a cash discount for payment within 30 days.

All allowances and discounts apply to one and two pound cases.

This makes the cost price on two pounders about \$1.085 per can on the 12 count shipper, based on an order of 900 cases. This is about the average order lot size placed by most cooperatives, voluntaries and chains here.

Although single independent supermarket operators periodically toss out even lower prices than the Pick-N-Save promotion, the regional chain's effort is considered more far reaching than these scattered hot shot deals.

One reason is that Pick-N-Save is a weekly advertiser in a major Chicago

FITZPATRICK & HOFFMAN, INC.

GREEN COFFEE

210 California Street

DOuglas 2-1474

San Francisco

C. H. D'ANTONIO & CO.

Coffee

BROKERS

AGENTS

110 Board of Trade Building, New Orleans, La.

metropolitan daily newspaper.

Another is the size of the organization and the fact that its supermarkets are dispersed over a wide part of this city's metropolitan area.

Pick-N-Save, while an independent small chain, is a member of Certified Grocers of Illinois.

Certified is the largest retailer owned cooperative in the midwest and is the second largest in the nation, behind only to the giant Certified Grocers of California.

Some coffee company officials are growing increasingly concerned over the coffee pricing situation, especially on national brands, as supermarkets jockey for stronger positions in the retail market here.

As prices slide downward, these officials reason, consumers may become resentful at having had to pay the previous higher retail prices.

They fear this may have an adverse effect on consumer purchases, but are convinced that so long as the retail wars continue, there is no solution for the coffee company seeking to keep its product before the public via the food retailer's shelves.

The only thing which can be done, they believe, is to continue selling the coffee, with the built-in discounts and allowances needed to meet competitive roaster promotions and retailer's demands.

■ ■ The effect of Pick-N-Save's sliding downward from a 99 cent for two pound coffee price to the 89 cent promotion figures apparently is making itself felt in at least one independent supermarket operator's marketing area.

A Grocerland supermarket on the city's northwest side is offering a two pound can of Hills Bros. coffee for 97 cents. The deal has a limit of one can to an adult.

A different northwest side supermarket used a coupon in a neighborhood newspaper to plug the two pound size of Hills Bros. coffee for 99 cents.

Again there was a limit of one can per customer. The coupon noted that the regular retail price of the two pound can was \$1.29. Customers were required to fill in their names and addresses on the coupon.

■ ■ Despite the increasing pressure of competition, as well as current financial talk of recession in the nation's economy, big store independent operators are not downgrading their future expansion plans it was indicated at a closed meeting of \$1 million or more annual volume supermarket operators here recently.

These operators are opening up new avenues of financing to enable them to move ahead, it was indicated at the meeting of the Food Stores Development Council.

The new roads to financing, which could mean quicker expansion than heretofore considered, are selling debentures, stocks and bonds in the supermarket companies.

The Council was created nearly a year ago to study problems and experiences of big store operators in the National

Association of Retail Grocers of America. NARGUS is a national trade association of independent retailers.

■ ■ Recession rumblings apparently aren't bothering the sales volumes of at least two major chains headquartered here.

National Tea Co. and Jewel Tea Co. each posted sales gains for the four week period ended November 5 and for the 44 week period ended the same date.

Consolidated sales for National Tea and its subsidiaries for the four week period totaled \$68,529,335, an increase of 7.24 percent over the same period of 1959, when sales were \$65,641,347.

Sales for the 44 week period were \$714,657,967, a 2.51 percent boost of last year's figures of \$697,181,406 for the corresponding weeks.

National had 902 stores in operation as of Nov. 5 as compared with 915 stores operating a year ago.

Jewel Tea Company's four weeks sales totaled \$36,684,338, a .3 percent increase over the \$36,572,778 in volume rung up on the chain cash registers a year ago.

Sales for the 44 week period were \$394,267,769, a 1.7 percent gain over the \$387,698,180 in business a year ago for the same period.

Jewel has some 275 supermarkets in four midwestern states, mainly concentrated in Illinois.

■ ■ Free coffee service to customers is becoming increasingly important to supermarket operators here.

Jewel Tea Co. has been incorporating portable coffee bars as part of its operational lay-out in the last half dozen supermarkets it has opened.

The coffee bars, mounted on stands which have wheels, offer percolated cups of the chain's private label Royal Jewel coffee.

Some independent supermarket operators have found that offering free coffee to their customers on Sunday has proved to have strong shopper appeal. They have incorporated the service feature as a regular part of their operations.

■ ■ Walter Belinsky was named to the new position of vice president of marketing for Continental Coffee Co. He formerly was Continental general sales manager, a position he has held since 1930.

Mr. Belinsky joined the company in 1921. He served as Chicago sales supervisor and Chicago city sales manager prior to becoming general sales manager.

■ ■ In another appointment at Continental, Aaron A. Good was named to the newly created position of vice president of credit.

He had been Continental's general credit manager since 1928. Mr. Good joined the coffee company in 1924 and served as out-of-town credit manager, later becoming the general credit manager for the headquarters company and all of its branches.

■ ■ Coffee was ranked the best selling restaurant and fountain beverage in the 1961 food trends rating of the November issue of Chain Store Age's magazine for drug, restaurant executive.

(Continued on page 62)

PRIMER FOR COFFEEMEN

... that's the best description of "The Coffeeman's Manual."

To newcomers in the coffee business it is meant to provide a sufficient background of knowledge for intelligent understanding of the entire field.

To coffee salesmen it will provide new avenues of approach to their competitive problems—and a sure basis of up to-date information with which to combat unsound claims, and unreasonable complaints from their clients.

To retail dealers and their sales people it provides a brief and simple hand book from which to cull sales appeals and advertising ideas for the most important profit item in the grocery field.

Small in size, large in content, "The Coffeeman's Manual" answers the questions that you want to clarify.

Included are such areas as aroma tests, brewing grinds, flavor testing, cleaning and cooling techniques, roasting procedures, laboratory equipment, in short the necessary requirements to a working knowledge of how to meet the problems of the coffee-man's working day.

"The Coffeeman's Manual" is available at \$2.50 per copy. To be sure that yours is on hand when needed write . . .

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WE'RE IN BUSINESS FOR YOUR HEALTH...



...and your employees' health. Doctors estimate that 1 in 4 of your employees (whether key executives, skilled workers, experienced secretaries or valued clerks) will develop cancer at some time in their lives. What is worse, many of them may die *needlessly*, unless they know how to guard themselves against cancer.

To help save their lives, call or write our nearest office for information about a free employee education program, geared to your particular factory or office.

AMERICAN CANCER SOCIETY

Regional Trade Notes

Chicago Doings (Continued)

Customer demand for coffee was nearly 100 percent, heads above the beverage field as a whole. Milk was next with a rating of 89 percent.

Tea was seventh, with a rating of 60 percent.

■ ■ John Sexton & Co., institutional food products distributor which also has a line of coffee, tea, and spices, has made its first public stock offering.

Sexton is offering 200,000 shares of stock at a per share price of \$16.50. Total underwriting is \$3.3 million.

The company is selling 33,000 common shares, while individual family shareholders are offering 167,000 common shares for sale.

Sexton has coffee roasting facilities in Chicago; Long Island; San Francisco; Pittsburgh, and Atlanta.

At its Long Island plant, Sexton has facilities for tea blending and packaging, and spice grinding and packaging.

The company plans to replace its present Long Island plant with a new food distribution center, warehouse, office and food processing plant.

Sale by individual shareholders will reduce the Sexton families' holding to 71.7 percent from 98.4 percent of the outstanding common shares.

■ ■ In a move to test the potential of improving sales to independent supermarket accounts, Maxwell House Coffee's Chicago division is broadening its staff of special account representatives.

At Maxwell House, the special accounts representative (SAR) calls on buyers at independent wholesalers' headquarters, then completes his duties by contacting retailers in the food groups being handled.

The division has had one SAR in metropolitan Chicago for the past five years.

Now it is adding four more. Two will cover metropolitan Chicago, and one each will be in Davenport, Iowa and Milwaukee, Wis.

Charles Ashton and Robert Snodgrass were named to handle Chicago accounts. Art Schroeder will cover Davenport, and Gene Hilgenberg was assigned to Milwaukee.

SARs will give retailers assistance in terms of promotions, pricing, stocking problems, and so forth.

To be covered by the new Maxwell House arrangement, 60 percent of the supermarket members of retailer owned cooperatives and voluntary groups, as well as the headquarters office, must be able to be covered by one man.

Some groups here are too scattered in terms of retailer accounts to be covered under the present system.

In its Chicago division, Maxwell House covers retailers in most of Illinois, and parts of Indiana, Wisconsin and Iowa

with its retail and SAR sales forces.

■ ■ Diet-Cal, the private label dietary supplement manufactured by Jewel Tea Co., is being tested on some midwestern routes by the National Retail Tea & Coffee Merchants Association.

NRT & CMA is a trade organization of home delivery companies.

Diet-Cal is manufactured by the Park Corporation, the manufacturing subsidiary of Jewel. The food chain has its own route operations across the country.

The dietary supplement is being sold in case lot sizes. The retail price is \$1.09 for one can. A case holds 12 cans. This price is the same as the supermarket price for the product.

Based on test results, NRT & CMA will decide next spring if it will extend the Diet-Cal to all of its members or if it will discontinue carrying the product.

A "heat-and-serve" popcorn preparation is also being merchandised by NRT & CMA members to their home route customers.

Sold under the brand name Magic-Pop popcorn, one package of the preparation sells for a nickel. The retail unit holds 12 individual packages and sells for 59 cents.

The popcorn is salted and contains vegetable oil.

Shaped like small cakes, the individual packages are cellophane wrapped. They can be dropped into a heated pan, and then popped up. Each package makes one quart of popcorn.

The manufacturer is W. T. Hawkins Ltd., a Canadian firm which is producing the Magic-Pop at its Chicago plant.

New Orleans Notes

■ ■ Among members of the trade who attended the Southern Coffee Roaster's Association meeting in Atlanta, Georgia are: Ralph Richards of Coffee Importing Co., Inc.; Albert Schaaf of Stewart, Carnal and Co., Ltd.; Louis Castaing of Leon Israel and Bros., Inc.; Bob Muller and E. J. Ganucheaux of J. Aron and Co., Inc.; J. W. Gehrkin of R. E. Schanzer and Co.; Albert Barrientos of Westfeldt Bros.; Phil Ricks of A. C. Ricks and Co.; and Edward Bent of Delta Line.

■ ■ The MS Fernbrook newest addition to the Fern-Ville Lines, made her maiden voyage to the Far East from New Orleans. The ship loaded in Galveston, Houston, Lake Charles and Mobile before coming here. The Fernbrook is a 9232-dead weight ton motor vessel with a bale capacity of 440,000 cubic feet. Deep tanks of various sizes can handle a total of 1,000 tons of bulk oil and refrigerated compartments have a capacity of 16,500 cubic feet. The vessel is equipped with modern cargo handling equipment and has a cruising speed of 16 1/2 knots.

Regional Trade Notes

It is owned by Fearnley and Eger, Oslo. Biehl and Co., Inc., are local agents.

■ ■ Interest of the coffee trade in the Green Coffee League scores increases with each week's activity. Bowling scores the second week in November as reported by Rodney Abele, Leon Israel and Bros., Inc., secretary of the League, are: First High Team, 3-games, Buckley and Forstall, 2520; Second high team, 3 games, 2400; with Delta Line third high team, 3-games at 2384. First high individual, 3-games is Tom Buckley, 596; second high individual, 3-games is I. C. April on Dupuy's team, 555; and third high individual, 3-games goes to H. Waguespack on Buckley and Forstall's team and to A. T. Le Blanc Sr., Aron No. 1, both with 547. First high team game is Buckley and Forstall, 916; second high team game is Dupuy, 869; third high team game is Aron No. 2, 858. 1st high individual game went to Tom Buckley, 235; L. Seeger of Biehl and Company was 2nd high individual game winner at 212; and Jerry Toca is third high individual game winner at 209.

■ ■ Three changes in the New Orleans traffic staff of Lykes Brothers Steamship Co., Inc., were announced here by A. C. Cocke, vice president. J. H. Crosby, manager of the east and south African service of Lykes, will become manager of the European continent services upon the retirement of E. G. Prager. W. H. Hagan will take over Mr. Prager's position. Omer McDonnell will replace Hagan as assistant manager of the Far East service.

■ ■ Captain J. W. Clark, President of the Mississippi Shipping Company headed the Civic Committee which prepared a special program for the visit of Alvaro Alsogaray, The Minister of Economy of Argentina, and his wife, to New Orleans.

■ ■ RT Coffee Company has been promoting its Dark Roast Coffee and Chicory in half page advertisements, offering their new premium catalog with "36 new premiums free with RT coupons." The ad includes 30 cuts of new premiums from the catalog.

Countrywide Briefs

■ ■ The Tea Council of the U. S. has announced the availability of special promotional kits for the upcoming "Take Tea and See" week, February 3-18. The material offered is designed to stimulate restaurateurs to embark on an all-out tea promotion. Included in the kit are back-bar strips, menu tip-ons, and table tents. All material is free and is available from either tea packer salesmen, or directly from the Tea Council of the U. S., Inc., 16 East 56th St., New York 22, N. Y.

■ ■ Tenco, Ltd., a subsidiary of Minute Maid Corporation, is building a 34,000 foot square plant in Ajax, a suburb of Toronto, Canada, for the production of instant coffees and teas. The \$1.5 million plant will triple the firm's present manufacturing space.

■ ■ The Scripps-Howard's newspapers have issued their 14th annual grocery distribution survey covering 12 major markets in the United States. The survey delineates the brands of instant soluble coffees and regular coffees which are most popular in the cities covered. In addition a separate category in the study outlines the brand popularity of tea in the 12 markets.

■ ■ Toronto, Canada's Marketing Magazine reports on the use of a new dispensing carton by the J. Lyons Tea Co. The package designed by Somerville, Ltd., for the company's Fort Garry brand utilizes pictures of eskimo carvings portrayed on a white background with red lettering. An unusual feature of the package is a tilt opening at base of carton through which tea bags are dispensed one-at-a-time. The carton holds 500 tea bags.

■ ■ The Griffin Coffee Co., Muskogee, Okla., has adopted a new design for both its one- and two-pound coffee cans. The lithographed containers utilize metallic

inks for what the company describes as "added sparkle" on retail shelves. Griffin has added a premium incentive for buyers of the coffee with an offer of discounts on an electric percolator with the one pound can, and a stainless steel tea kettle with the two-pound size.

■ ■ Rudd-Melikian, Inc., manufacturers of coffee vending equipment have announced a new, and exclusive, combination sales-advertising program, designed to clinch new locations for operators. Three elaborate mailing pieces are the backbone of the coordinated program. First mailing to owners of suggested vending locations is a box containing three compartments. One of these contains coffee beans from Colombia, Ethiopia, and Brazil, sealed in transparent cellophane. Second is a sample "fresh brew" tape with two pods of real coffee as used in the company's Brew-A-Cup machine. The third is an illustration of the company's high-speed brewer. Facts about the new Brew-A-Cup machine, benefits to employees, and other selling points are included in the second mailing. An elaborate 12-page brochure rounds out the mailings and explains the equipment story, how it will serve personnel, and the professional service which is provided by local operators.

■ ■ The appointment of J. W. Colpitts as advertising manager has been announced by the Salada-Junkett division of Salada Shirriff-Horsey. The division produces Salada tea and "Junket" brand desserts. Colpitts had most recently held the executive position of manager of purchases with the division. He is a member of the Tea Trade Club of New England, the Advertising Club of Boston, and the New England Purchasing Agents Association.

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Index to Advertisers

Page	Page
Aldine Paper Co., Inc. 13	Jackson & Son, Inc., S. 45
Alexander, James A. 43	Java Pacific & Hoegh Lines 53
American Coffee Corp. 22	Johnson & Co., E. A. 63
American President Lines 26	Junta de Exportacao do Cafe 2
Anderson, Clayton & Co. 23	King Coffee 27
Arbuckles Jay Street Terminal, Inc. 26	Kontos & Co., C. T. 43
Arnold, Dorr & Co. 32	Lo Curto & Funk, Inc. 27
Aron & Co., J. 49	Lloyd Brasileiro 52
Atlantic Coffee Bag Co., Inc. 35	Lopez & Mangual 30
Ausch Coffee Co., Inc. 26	
Balzac Bros. 25, 43	McCauley & Co., Edw. P. 43
Barry & Powell, Inc. 26	McCormick & Co., Inc. 27
Bendiks, Inc., H. L. C. 24, 43	Mackey & Co., Inc. 21
Bennett & Son, Wm. Hosmer 43	Martinson's Coffee, Inc. 29
Bickford & Co., C. E. Cover	Mississippi Shipping Co. 50
Borchsenius Co., Inc., Carl 22	Moller Steamship Co. 55
Brazilian Coffee Institute 14, 15	Moore-McCormack Lines 35
Burns & Sons, Inc., Jabez 17, 26	
Byrne, Delay & Co. 26, 44	National Federation Coffee Growers of Colombia Cover
Cal-Compack Foods, Inc. 26	Neugass & Co., Inc., L. 25
California Commodities Corp. 26	Nopal Line 51
Cecilware-Commodore Products Corp. 3	Old Slip Warehouse 11
Classified Advertisements 64	Pneumatic Scale Corp., Ltd. 27
Columbus Line 54	Proctor-Silex 6
D'Antonio & Co., C. H. 60	Raisch Co., John E. 27
Delta Line 26	Ransohoff Co., Inc., A. L. 24, 43
De Sola e Hijos, H. 31	Reamer, Turner & Co. 43
du Pont de Nemours, E. J. 1	Richeson & Sons, Inc., W. L. 27
Dupuy Forwarding & Storage Corp. 32	Ruffner, McDowell & Burch, Inc. 33
Ehrhard & Co., F. W. 24	Scarburgh Co. 25
Eppens, Smith Co., Inc. 26	Schanzer, Inc., R. E. 27
Fairchild & Bolte 45	Schilling 27
Farmer Bros. 26	Scholtz & Co. 27, 29
Fernandez, Justo F. 28	Schonbrunn & Co., Inc., S.A. 30
Finnegan, Edward J. 27	Seeman Bros., Inc. 27
Fitzpatrick & Hoffman, Inc. 60	Singhofen & Co. 43
Gentry 27	Soares Co., J. N. 43
Glasberg Co., S. A. 43	Spice Islands Co. 27
Gordon, Max 27	Stockard Steamship Corp. 54
Grancolumbiana (New York), Inc. Cover	Swanson Bros., Inc. 27
Grand Union Co. 27	Taffae Co., Inc., Leon 28
Gump Co., B. F. 4	Tantzen, Walter H., D/B/A Walter F. Powers 27
Hakim, Clement M. 32	Tea Council of U.S.A. 7, 8, 9, 10
Hesser, Maschinenfabrik A.G., Fr 41	Thomson, Inc., Henry P. Cover
Huggins-Young Co. 27	Torm Lines 56
Ireland, Inc., B. C. 63	United Fruit Co. 52
Irwin-Harrisons-Whitney, Inc. 57	Weddle Tea 44
Israel & Bros., Inc., Leon 27, 12	Western Urn Mfg. Co. 46, 47
Israel Commodity Co., Inc., A. C. 20	Wyott Manufacturing Co. 42

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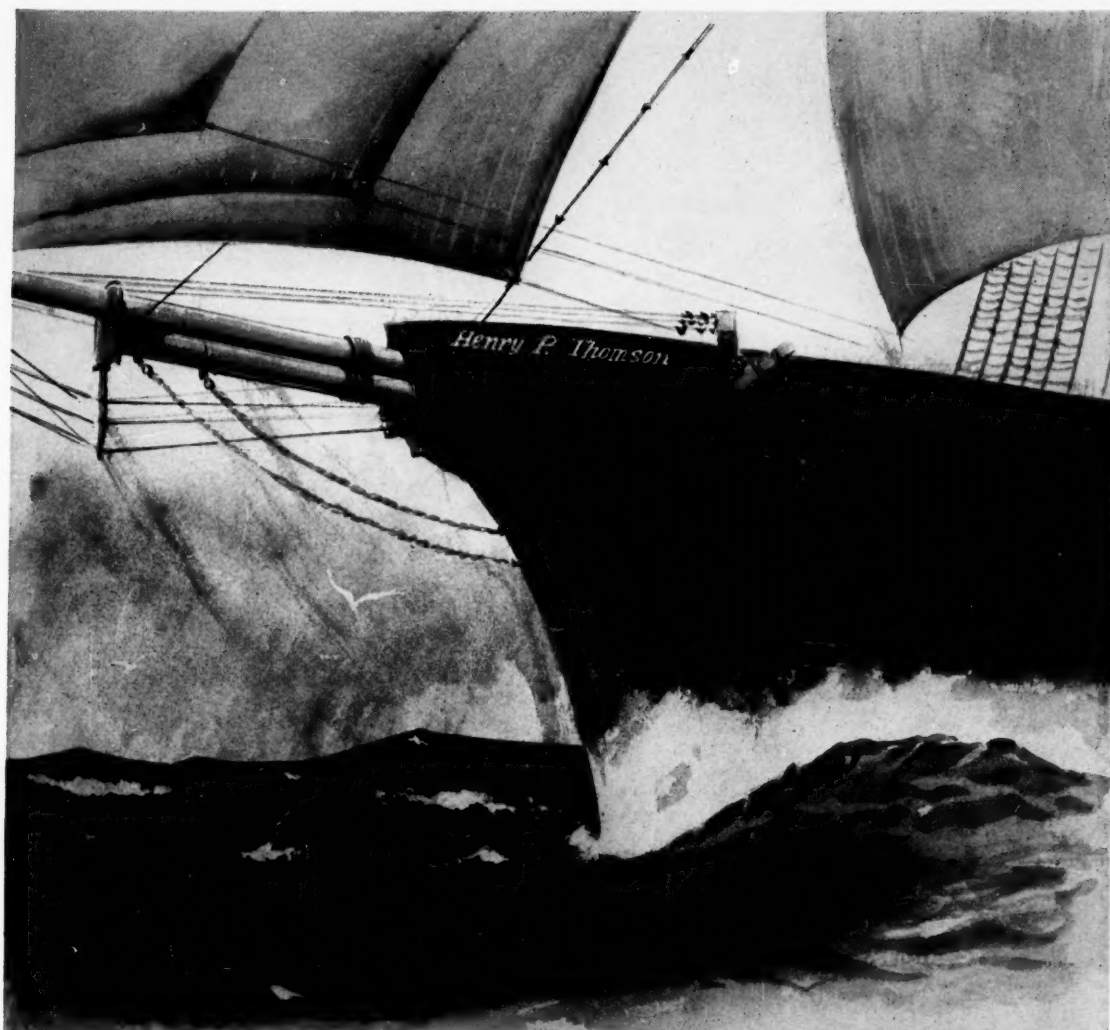
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